

CHEMIST & DRUGGIST

The newsweekly for pharmacy

April 18, 1992

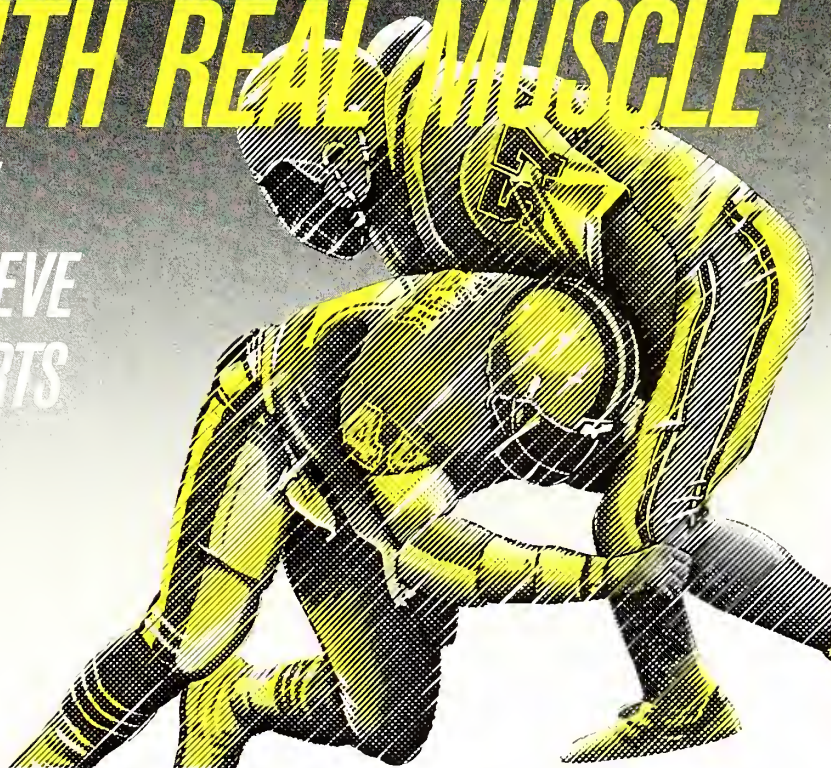
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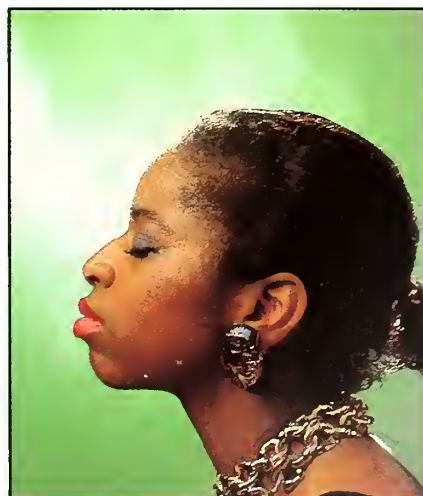
PSNC goes to Panel on pay offer

ABPI voices concerns on import safety

Manchester CE centre inundated

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Refs: 1. BMRB/Mintel, 1991. 2. Diffey & Farr, Br. J. Dermatol. 1991; 124:258-63

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Comment

While the demise of the Pharmaceutical Services Negotiating Committee is neither desirable nor anticipated by the profession at large, it does seem to be in a state of disarray at present, with individual contractors and local pharmaceutical committees at odds with both its operating methods and its results (**Letters** last week and p630, and March 28, p452). PSNC has brought criticism upon itself (**Comment** February 15, March 28); it will need to change its negotiating style.

Now that the Committee has formally turned down the Department of Health's derisory pay offer, it has chosen to refer the matter to the Review Panel rather than to seek a meeting with the new Health Secretary, Virginia Bottomley. PSNC prefers to face up to the protracted procedures of the Review Panel and its impartial judgment rather than cross swords with the newly promoted Mrs Bottomley, even though as Health Minister her sympathies seem to have been with, rather than against, the profession. The difficulty for PSNC is that the DoH does not have to be bound by Panel decisions.

Until pharmacy gets a Review Body it will continue to face the prospect of pay impositions. It is a case of "catch 22", because to date only the health professions with enough political clout have managed to get a Review Body, the nurses being the last. But then the nurses have recently secured a

limited prescribing role. Apparently, they were able to do this from a position of strength after they had first got into place all the necessary training schemes and the professional infrastructure. However, pharmacists have a right to feel disgruntled, after all the nurses secured 5.8 per cent, doctors and dentists 6 per cent and professions allied to medicine, 6.3 per cent in their pay rounds. The figures on offer to pharmacists in England and Wales don't compare and certainly do not contain the pill-sweetening bonus handed to the Scots last year when they gave up on-cost for a professional allowance, albeit that PSNC was planning to only partially give up on-cost, presumably for a smaller professional allowance.

Last week PSNC secretary Stephen Axon issued a warning against formal local pharmacy initiatives (p548) at the same time as a DoH pharmaceutical officer was encouraging them (p576). PSNC is worried that local solutions will prevent national agreements which it can control. It is right to do so. The implicit risk (**Comment** February 15, p235) is that *ad hoc* arrangements could result in "professional friction and factions that would, not only damage pharmacy, but also result in poor and patchy patient services". But PSNC can only expect to exert control if it sets the agenda for change. To date it has seemed unwilling or unable to do so.



PSNC takes pay dispute to Review Panel

The Pharmaceutical Services Negotiating Committee has rejected the two most recent remuneration offers from the Department of Health and has referred the dispute to the Pharmacists Review Panel.

Two offers from the Department were considered by the Committee last weekend:

- A 4.5 per cent increase in base remuneration conditional on a reduction in on-cost from 5 to 4 per cent to finance a professional allowance for 1992-93
- A 4.75 per cent increase in base remuneration conditional on a reduction in on-cost to 2.5 per cent in 1992-93 to zero in 1993-94; 1 per cent of the reduction being used to finance a professional allowance for 1992-93.

PSNC rejected both offers as "totally inadequate" and resolved to refer the matter to the Review Panel. The Committee considered "that as five months of negotiation had not produced offers closer to the original claim submitted on November 18, it had no choice but to take this course of action".

Chairman David Sharpe said the decision was a unanimous one, and that it was the low level of the offer that had led to its rejection.

PSNC's original claim was in three areas:

- An 8 per cent increase in the core global sum to cover cost increases ("Not unreasonable compared with the 11.1 per cent increase given to doctors to cover their cost increases," says PSNC) together with 1.5 per cent to cover volume increases
- An 8 per cent increase on certain non-core services together with higher increases on those where the level of take up had been below the level anticipated. (PSNC presumably has in mind the low

level of payment for, providing services to residential homes)

- An improvement in the advance payments from FHSAs from 80 per cent after one month, 20 per cent after two months, to at least 95 per cent and 5 per cent respectively.

This is a particularly important aspect in the claim as recent levels of remuneration have not generated sufficient funds to meet the ever increasing working capital requirement of contractors, says PSNC.

Existing fee scales will continue until the matter is resolved, says PSNC, "but as current prescription volumes are ahead of forecast this will provide contractors with some compensation while they await the Panel's deliberations".

Previous experience suggests the matter is now unlikely to be resolved until the Autumn, since both sides will submit their evidence, and then comment on the other party's submission. PSNC accepts the reference will take several months but "considers that

contractors will understand the importance of getting the base right for future years".

PSNC adds that it considers that an independent review of remuneration is the only way of convincing the Department that the current claim is reasonable and justified. "We will continue to press for an independent review body," it says.

Little relating to the Working Party report on "The Future of Community Pharmacy" appears to have filtered through to negotiations this year. Appended to the offer from the Department was a quantified amount of money for pilot schemes. However, what the pilot schemes were going to look at was not spelt out.

Whether this part of the Department's offer is to be treated separately or is tied in with main package is not entirely clear at the moment. However Mr Sharpe stated unequivocally this week: "We have rejected the package as a whole."

BDA complains to ASA over Mentadent P

A complaint from the British Dental Association about an advertisement for Mentadent P toothpaste has been upheld by the Advertising Standards Association.

According to the ASA's latest report, the BDA objected to a Press advertisement which showed Mentadent P, the logo of the British Dental Health Foundation and the headline "Dentists recommend Mentadent P".

The BDA asserted that they were the major body representing dentists although the logo and headline implied the BDHF was.

Manufacturers Elida Gibbs said that the advertisement made it clear that the headline did not relate to the BDHF, but to a footnote, and argued that while the BDA was the largest representative body of British dentists it was only one of a number of such organisations.

However, the ASA considered that the juxtaposition of the headline and logo could lead readers to believe that the BDHF spoke for most dentists. The advertisers were requested to amend the advertisement to avoid confusion.

PHS: legal status move

Moves by the Council of the Royal Pharmaceutical Society to approve the incorporation of the Pharmacy Healthcare Scheme as a company limited by a guarantee will result in the PHS becoming a legal entity in its own right.

The move, approved at the last Council meeting, was accompanied by an agreement that the Society should become a subscriber to the new company.

Currently the PHS is a loosely gathered partnership of organisations represented on the Steering committee, Saskia Zeelenberg told C&D. The lack of legal status meant that the PHS could not be held responsible for anything it did. It could not insure itself or enter into any contracts with other organisations.

Ms Zeelenberg said that the Health Education Authority, which holds the funds for the PHS, is keen to enter into a contract with the scheme and will then be able to hand money over formally.

The legal move, likely to come into effect in May, is purely for internal purposes, she said.

Election delays NAO report

The report by the National Audit Office into community pharmacy is now expected to be published around the end of May, having been held up by the general election.

MPs will not be returning to Westminster until the first week of May, and the Public Accounts Committee, which considers reports from the NAO, may have to be reconstituted. Should the PAC decide it wishes to hold a hearing over the report, it will be published three weeks beforehand.

The NAO currently has a backlog of a dozen reports. That dealing with community pharmacy is unlikely to be brought forward. Some slippage can, however, be anticipated, a spokesman said this week.

International solutions needed for drug marketing

The pharmaceutical industry is now international, transcending company and national boundaries, because of the high cost of research which requires price and marketing solutions which cross those same boundaries, if countries are not to be bankrupted because of mounting health charges.

Members of the Association of the British Pharmaceutical Industry were given this challenge by Dr Armin Kessler, president of the European Federation of the Pharmaceutical Industries' Association, at their annual dinner. Dr Kessler said companies had to "give a little to get a lot".

Dr Kessler foresaw a move towards the public taking a greater involvement in healthcare and health choices, making a percentage co-payment towards costs of drugs according to their means, excepting the impoverished. The GP would choose the drug within a framework, and if the patient wanted to pay less, they would get the generic.

If companies wanted an extension of the period of patent protection then, in return, they had to allow generics to exist alongside the brands. However, nowhere in Europe did Dr Kessler see a place for mandatory generic substitution — it had no place in a free market. "Generic is not a four-letter word," Dr Kessler said, "generics have a role to play. We must come up with a better branded product that is needed and will be prescribed."

He said parallel importing was a problem that would not go away while there was differential pricing across borders, because the law permitted the movement of such medicines. However, he urged governments to recognise that the price of a medicine and its reimbursement price did not have to be the same. There had to be control of abuses of the system.

Dr Kessler said it was industry, not governments, that would produce new drugs. Industry would have to carry the research costs

while producing medicines within a health framework that governments could afford. The solutions required a unified message and not parochial actions.

UK solutions

Parallel imports and generic prescribing were cited by retiring ABPI president David Godfrey as doubly damaging to the UK industry. He said the £1.2 billion balance of trade in pharmaceuticals would have been even better if one in five scripts had not been for parallel imports.

"Parallel trade in our sector is not free trade as popularly understood. It is not free competition between companies, nor between markets. It is essentially competition between various government price control systems. The winner is the trader who can exploit the system by shopping in the EC Member State with the most repressive pricing system. There could not be a market situation more distorted than this," he said.

"The Commission would not countenance parallel trade between markets distorted by way of subsidies. Neither should it



The retiring president of the Association of the British Pharmaceutical Industry David Godfrey (centre) and its director Dr John Griffin (left) with Dr Armin Kessler, president of the European Federation of the Pharmaceutical Industries' Association, the chief guest at their annual dinner, held on election day last week

countenance parallel trade between markets distorted by price controls."

Turning to the "spectre of generic substitution" Mr Godfrey warned that enlarging the generic market would also largely benefit the opportunistic importer and divert funds away from established UK manufacturers, including the UK's mainstream generic sector.

Mr Godfrey welcomed the efforts of the European Commission to restore the length of patent protection for medicines discoveries, but said the UK Government's reaction was disappointing and "decidedly parochial".

However, the Commission's initiative was an important

improvement. "Ironically though, the very medicines for which the initiative was really most needed — those aimed at the presently intractable problems such as Alzheimer's disease, multiple sclerosis and the like — are just those medicines that will benefit least as a result of the Supplementary Protection Certificate term having been halved from the Commission's proposed ten years."

"We hope, therefore, that the European Commission having championed the cause so far will continue to keep this matter under review," said Mr Godfrey.

● The new ABPI president is Mr S.S. Siddall of Smithkline Beecham Pharmaceuticals.

ABPI 'action plan' to reduce risk of counterfeits

In revising its Code of Ethics this year, the Royal Pharmaceutical Society should require pharmacists to report offers of suspected counterfeit medicines to the authorities and to the product licence holder. Pharmacists should report, isolate and withhold from sale any such stock received.

This proposal forms part of an Association of the British Pharmaceutical Industry "action plan" to reduce the risk of

counterfeit medicines entering the pharmaceutical supply chain. The policy document says it should be the Society's responsibility to follow up reports "expeditiously" and to apply appropriate sanction to those in breach. The ABPI points out that the present system of reimbursement to pharmacists acts as an incentive to purchase cheap, and possibly dubious, products.

The industry's main concern is that the inadequate control of imports by people other than the original product licence holder or manufacturer allows counterfeit products to enter the distribution chain. A smaller, but not insignificant, amount of goods for so-called "personal use" also enters the country via the "suitcase trade" through the green channel at Customs.

Other "action plan" suggestions include:

- All bulk consignments imported into the UK should be subject to batch analysis before being released on to the market.
- The Medicines Control Agency should improve monitoring, inspection and checks on such importers.
- Batch references need to be recorded at least to UK wholesaler stage.

● Each imported consignment should be accompanied by documentation clearly recording the audit trail back to the original manufacturer.

● Wholesalers should report and isolate suspect stock and should satisfy themselves of the legitimacy of product sources. They should ensure that they can co-operate in a recall and provide information on the destiny of their products.

● The industry's obligations include protecting the security of their medicines by using devices such as tamper evidence. A company which discovers a counterfeit of its products should carry out chemical analysis as soon as possible.

The ABPI says the regulatory authorities have a reputation for inertia in dealing with suspect goods and illegal trading of medicines. There is a lack of clear accountability and co-ordination between the various responsible bodies which can severely hinder effective action. "It is unreasonable for companies to have to wait an inordinate period for the prosecution of a trader who, eventually, may be fined a derisory sum by a magistrate unfamiliar with the dimension of the potential health hazard," says the ABPI.

Former Society PRO reprimanded for PR

Philip Paul, a former public relations officer at the then Pharmaceutical Society of Great Britain, has been reprimanded by the Institute of Public Relations for an article entitled "Where has all the PR gone — A Lambeth mystery".

Mr Paul, who was PRO at the Society from 1978-1986, endeavoured to explain the constraints and difficulties he experienced in fulfilling his own, Council's and the members' PR expectations, and his understanding of how the

parameters at Lambeth had now changed, in an article published in *Chemist & Druggist* on June 22.

The IPR Disciplinary Committee found that Mr Paul had conducted himself in a manner detrimental to the reputation and interests of the PR profession in breach of clause 1.4 of the Institute's code of professional conduct.

C&D understands that Mr Paul, who remains a Fellow of the Institute, has no right to appeal against the decision, accepted by the IPR Council on April 6.

CPPE finds demand overwhelming

The Centre for Pharmacy Postgraduate Education has received almost 4,000 booking forms from community pharmacists and 500 from hospital pharmacists wishing to take part in continuing education workshops and distance learning.

The Centre's director, Dr Alison Blenkinsopp, and her staff are "overwhelmed and absolutely delighted" with the response. She asks pharmacists to "bear with us" while the booking forms are processed.

Many of the workshops are fully booked but pharmacists are advised that it's not too late to send in a booking form. "We're planning to repeat the workshops to meet demand," explains Mrs Jennifer Archer, the assistant director responsible for co-ordinating the workshop programme. There will be further "Care for the terminally ill" workshops later in the year.

Anyone who turns up without a confirmed booking will not be admitted as places are strictly limited. The letter of confirmation should be taken to the workshop as proof of registration. Waiting lists have been compiled and places will be re-allocated following

cancellations. Dr Blenkinsopp stresses the importance of contacting the Centre if pharmacists have booked a place then find they cannot attend. Those who persistently book and fail to turn up may find themselves "low on the list of priorities for future workshops".

Some pharmacists appear not to have received the Centre's brochure. Problem areas include Gloucester, Swindon, Nottingham and parts of London and Essex. Additional workshops will be organised to allow for delayed returns and high demand.

Bottomley gets health

Virginia Bottomley has stepped into the Cabinet as the new Secretary for Health in John Major's post-election reshuffle.

During her two years as Minister for Health she has been involved in a number of pharmacy initiatives, including Barnet FHSA's "Health care in the High Street" and the publication of the Working Party report on the future of community pharmacy.

She has publicly acknowledged the scope for an expanded role for community pharmacy in primary healthcare.

Mrs Bottomley is reportedly looking to remove politics from the health service, and provide stability for the last Government's reforms to flourish. She may be helped in this task by the fact that the extremely effective Labour health spokesman Robin Cook is unlikely to continue in that role beyond the Autumn.

Mrs Bottomley's successor as Health Minister is Dr Brian Mawhinney who has recently been responsible for security policy in Northern Ireland.

Baroness Cumberlege, who was largely responsible for the report which led to the Government's



decision to authorise the introduction of nurse prescribing, becomes a Junior Health Minister along with Timothy Yeo and Thomas Sackville.

Mr Yeo was formerly a junior Minister at the Department of the Environment and Mr Sackville served in the whips office.

Stephen Dorrell, the former Junior Health Minister, has been promoted to the post of Financial Secretary to the Treasury.

DOOP pharmacist receives reply from DoE

Pharmacist Mike Reynolds, developer of the DOOP container for unwanted medicines, has received a reply from the Department of the Environment to his concerns over the new Environment Protection Act.

Mr Reynolds wrote to the then Secretary for the Environment, Michael Heseltine, highlighting anomalies between the new Regulations and moves encouraging the public to return their unwanted medicines.

When unwanted medicines are returned to a pharmacy, the waste authorities classify them under the "special waste" regulations. These require three days notice before dispatch to an incinerator together with a six part consignment note listing the contents in detail.

Mr Reynolds believes that ownership of the medicines should

not be transferred to the pharmacist when the medicines are returned as pharmacists are only assisting in a voluntary manner.

The DoE confirmed that prescription medicinal products, when waste, are covered by the Control of Pollution (Special Waste) Regulations 1980. But the Department is considering amendments following public consultation.

In addition, the European Community's new Directive on Hazardous Waste will also require changes to the 1980 Regulations.

Mr Reynolds has been invited to the DoE for talks on the matter. He reports that other family health services authorities are showing interest in the DOOP containers after Kent FHSA revealed plans for a continuous DUMP campaign using them (C&D March 14 p377).

Pharmacy numbers hold steady

The number of registered pharmacies in Great Britain rose by four in March to bring the total to 11,899, back to the level at the end of January.

In England there were 33 openings (two in London) and 32 closures (11 in London). Five pharmacies opened up in Scotland while four closed. There were two openings in Wales.

Changes during the month include the opening of two pharmacies in Tesco's: Mr P. Young relocated to the Chester branch and the company registered its own premises in Romford.

E. Moss Ltd, owned by Unichem, became the new owner of premises in Fareham and Southampton. The company also opened in Sainsbury's Superstore in Preston.

In Norwich the four branches of Kingchem Ltd came under the ownership of AAH Pharmacy Concessions, as did R.M. Godfrey Chemists in the Laindon Shopping Centre, Basildon, and R.W.F. Wilson & Co in Arbroath.

Pollock back on Register

A Cumbrian pharmacist struck off after embezzling £1,000 from a previous job with Boots the Chemists in Lothian, Scotland, had his name restored to the Pharmaceutical Register on Tuesday.

A short resumed hearing of the Statutory Committee of the Royal Pharmaceutical Society agreed to direct the registrar to restore the name of John Pollock, of Blackburn Drive, Carlisle, after two years.

Mr Pollock was not required to attend his resumed application, adjourned from December 17, 1991. A request from Mr Pollock for the resumed hearing to be held in private was rejected by Committee chairman Mr Gary Flather QC.

Practice research

Contributions for the pharmacy practice research sessions at the 1992 British Pharmaceutical Conference in Birmingham must be submitted to the Society by April 24. The sessions will be held on September 7 (posters) and September 8 (oral and poster sessions). Details and submission forms from Hazel Maxted, RPSGB (tel: 071-735 9141 ext 275).

Scottish figures

Pharmacists in Scotland dispensed 3,713,472 prescriptions in November 1991 at a gross cost of £28,061,944. The average ingredient cost was 613.52p and the net total per script (less charges) £707.73.

Pharmacy trends

The 10,460 community pharmacies in England and Wales dispensed 391.5 million prescriptions during 1990-91. This is disclosed in the Department of Health's statistical bulletin "General pharmaceutical services in England and Wales: 1980-91" published on Monday (£2).

It is the first bulletin to deal solely with services provided by community pharmacies and appliance contractors. It states that the number of pharmacies fell in 1988 and 1989 following sharp increases in the previous three years, and that the numbers started to rise again in 1990-91.

The bulletin also reveals that nearly 30 per cent of pharmacies belong to large multiples and that there is considerable variation throughout the country in the number of pharmacies per 100,000 of population. The North West Thames Region has the highest rate at 27.4 compared to the national average of 20.5.

The distribution of pharmacies by dispensing volume shows that they tend to be relatively small — half of them dispensed fewer than 2,630 prescriptions per month on average throughout 1990-91. DoH Information Division, Canons Park, Government Buildings, Honeypot Lane, Stanmore, Middx HA7 1AY.

A PHARMACY GUIDE



SKINCARE

C&D launches sponsored training guides

This issue contains your personal copy of Crookes Healthcare's Pharmacy Guide to Skincare. (C&D apologises if you received a version of an experimental design with last week's issue — these were dispatched in error by the printer.)

This is the first in a series of sponsored guides to specific market sectors that include valuable facts and selling points for training staff. They are well illustrated, packed with key information, and easy to digest.

Look out for another in the series to be published with next week's *Chemist & Druggist*.

Babymilk packs set to change after EC vote

More babymilks manufacturers are planning to remove pictures of babies from their packaging after the European Parliament voted last week for measures to encourage breast feeding.

Milupa say they are well advanced with plans for complying with the EC Directive, published last June, which would prohibit manufacturers from using such illustrations on infant formula packs. Discussions are taking place with Government departments on how the Directive will be implemented in the UK.

Young Nutrition are planning to make changes to their packaging but the timing has yet to be decided.

Wyeth Nutrition are waiting to see what form UK legislation will take before deciding on further action. Farley's Ostermilks do not carry pictures of babies, nor do Cow & Gate's recently redesigned packs.

The Directive would also acknowledge pharmacists as advisers on infant feeding.

Charity — just a pressure phone call away?

The calls upon my conscience seem to become greater with every passing day. I have previously commented on the number of good causes for which my shop is a natural target, but most of these were from local charities and the approaches were personal. I try to help where possible, particularly for raffle and tombola prizes, but recently I have been receiving phone appeals from highly trained, professional charity money raisers.

The technique follows a similar path with the caller first establishing my *bona fides* as "the proprietor" and then, just as my standard reply, guaranteed to dissuade all financial services salesman is about to be delivered, they launch into their well rehearsed sales patter. Money is never asked for directly and the point of the call avoided at all costs, until the plight of the particular beneficiaries has been

fully explained. The knife is then given a final twist by the obligation selling of this undoubted *health* need to a sympathetic professional car and the sale is made.

I learnt to my cost the other day of allowing this type of call to proceed to completion when the sponsoring of a balloon race cost me £100, because I was committed before hearing the price. The causes may be genuine, and I know the workers feel very strongly that they have to fight for every penny of charity money available, but I am running a business, not a benevolent fund, and the Government and landlord are firmly of the opinion that charity begins at home. Today I had another of these calls, but this time I interrupted and said "not today thank you". I felt a bit of a heel, but I do support many good causes and felt secretly pleased that at last I have had the courage to say, "enough is enough".

Two-in-one to avoid indication confusion?

Cyproterone acetate is a drug that is used for two distinctly different indications, as stated by Schering in a recent letter informing pharmacists of the inclusion of patient information leaflets in packs of Cyprostat, licensed for prostatic cancer and Androcur, licensed for male hypersexuality.

The two brands are separately licensed and so *should* be prescribed specifically for each indication, but most of the scripts I receive are prescribed generically, because they are initially hospital generated. All the patients I dispense for regularly are familiar with Androcur and its packaging, their own dose and, I have no doubt, the condition for which they are being treated. If I receive a new patient, unless the script is brand written, I would dispense Androcur without enquiring as to the patient's medical condition, and remove the package leaflet. The alternative is to ask the patient what brand they were previously dispensed, and then to *assume* that that was the correct licensed

product and dispense that brand, including leaflet, with the inherent danger that the assumption is incorrect, without further question.

I have no intention of questioning any patient on cyproterone therapy about their particular medical condition, but feel that the danger of misinformation is too high to be ignored. I will continue to dispense Androcur against generic scripts, and remove the patient information leaflet, but cannot understand why Schering are unable to market one brand only, with a single leaflet clearly defining the different medical conditions for which the drug is licensed. Any query could then be competently answered by the pharmacist without the threat of misinformation preventing any communication from occurring!

Nifedipine the bridge builder

The range of nifedipine products is now so confusing that I have to question almost every prescription written for "retard" or "sustained-release", and the position deteriorates with every new addition to the market. The dangers of incorrect dosage are obvious, with every query to a doctor demonstrating a lack of medical awareness over the differences between Adalat, branded and generically prescribed nifedipine.

No systematic dispensing rationale can, however, completely overcome this problem so the only recourse, where there is any doubt, is to contact the prescriber. This causes an increasing workload to the pharmacist and confusion and some irritation to the local medical practices, but what an opportunity to establish a better relationship with those practices.

I have already given a talk to the largest of my surgeries, which has established a rationale for their future prescribing of nifedipine, but more importantly, I was able to demonstrate the contribution pharmacy could make to better patient care. The senior partner is now enthusiastically suggesting future similar meetings when the liaisons forged by the nifedipine saga may become the catalyst for a more positive inter-professional co-operation.



Topical REFLECTIONS

X-ray

Scriptspecials

Clarityn syrup for children too



Schering-Plough are introducing a syrup formulation of Clarityn on April 21. It is indicated in adults and children aged two years and upwards for seasonal allergic rhinitis and allergic skin disorders. Clarityn tablets are not recommended for children under 12 years.

Clarityn syrup is a clear, colourless to light yellow syrup with a peach flavour, containing 5mg loratadine per 5ml. This long-acting tricyclic antihistamine is a selective peripheral H_1 receptor antagonist

which does not have central sedative or anticholinergic effects.

Dosage for adults, children aged 12 years and over, and children aged 2-12 years who weigh over 30kg, is two 5ml spoonfuls once a day. Children aged 2-12 years weighing less than 30kg should be given 5ml once daily.

Clarityn syrup is a POM (100ml, £7.76 trade). Contra-indications, warnings, and side effects are as for Clarityn tablets; see Data Sheet. **Schering-Plough Ltd. Tel: 0638 716321.**

Opticare for eye drops



Opticare, an award-winning delivery system which makes eye drop administration easier, is now available for community pharmacies to sell (£8.95).

The device, developed by Aberdeen School of Pharmacy and Grampian Health Board with Dispomed Ltd, won the 1991 Scottish Evans Medal Award.

The device is a plastic holder capable of taking 5ml, 10ml, 13.5ml and 15ml round plastic eye drop bottles as well as the oval bottles frequently used by glaucoma sufferers. It fits securely around the eye and the drops are dispensed using squeeze pads on each side.

Dispomed say that three-quarters of the 4 million people who have to instil eye drops every day, experience problems. The device is particularly suitable for the elderly, children, the handicapped and partially sighted.

The device is already being used in hospitals, health centres and ophthalmic units, and has been submitted for Drug Tariff approval.

It is being advertised in nursing magazines and a campaign starts in women's magazines in May. **Dispomed. 0244 318336.**

Metrogel for rosacea

Sandoz have launched Metrogel, a gel containing 0.7 per cent w/w metronidazole for the treatment of acute inflammatory exacerbations of rosacea (40g, £17.80 trade). It is a prescription only medicine.

The pale yellow gel should be applied to the affected skin of the face in a thin film, twice daily for eight to nine weeks. Further applications may be necessary depending on severity. Metrogel is not recommended for children and should not be used in pregnancy.

Dryness or skin irritation may be experienced after application. Contact with the eyes should be avoided; if it occurs the gel should be washed out carefully with water.

Metrogel is contra-indicated in those with known hypersensitivity to metronidazole or bronopol. Other precautions take into account the slight possibility that topical metronidazole may be absorbed; see Data Sheet.

The mode of action of topical metronidazole in the treatment of rosacea is unknown. **Sandoz Pharmaceuticals (UK) Ltd. Tel: 0276 692255.**

Ocufen is NSAID for eyes

Allergan have launched Ocufen ophthalmic solution, said to be the first NSAID for ophthalmic use in the UK. It is indicated for the inhibition of intra-operative miosis.

By inhibiting the prostaglandin release that initiates miosis during cataract surgery, Ocufen enables pupil dilation to be maintained. But it does not have intrinsic mydriatic properties and should not replace standard mydriatic therapy.

Ocufen should not be used during surgical procedures. The eye should receive one drop every half hour, starting two hours before surgery, with the final drop at least 30 minutes before surgery.

Ocufen is contra-indicated in those sensitive to acetylsalicylic acid and other NSAIDs, and those receiving drugs which may prolong bleeding time. Wound healing may be delayed. Minor ocular irritation such as transient burning and stinging on instillation may occur.

For full dosage instructions, contra-indications and warnings, see Data Sheet. Ocufen is a POM (40x0.4ml, £45.60 trade). **Allergan. Tel: 0494 427029.**

New-look Drogenil

Schering-Plough have introduced a calendar pack of 4x21 Drogenil tablets 250mg (£110.00 trade), to replace the existing 100s presentation. **Schering-Plough Ltd. Tel: 0638 716321.**

New Depixol name

Lundbeck are changing the name of "Depixol LV" intramuscular injection to "Depixol Low Volume", to avoid any possibility of LV being misread as intravenous. **Lundbeck Ltd. Tel: 0908 649966.**

Opiate changes

Macfarlan Smith will be taking over the marketing and distribution of opiate small packs from Evans Medical with effect from May 1. Products affected are diamorphine hydrochloride 2g, 5g, and 25g; morphine sulphate 5g, 25g and morphine hydrochloride 5g, 25g. All orders placed after April 24 should go direct to **Macfarlan Smith Ltd. Tel: 031-337 2434.**

Tarivid is extended

The shelf life of Tarivid 200mg tablets has been extended to five years, say **Hoechst UK Ltd. 081-570 7712.**

Minodiab 2.5mg

Farmitalia say that Minodiab 2.5mg may be temporarily out of stock in the next three months due to production difficulties. However the 5mg strength is scored to facilitate division for a 2.5mg dose. **Farmitalia Carlo Erba Ltd. Tel: 0727 40041.**

Recormon

The recombinant human erythropoietin Recormon is now licensed in the UK for iv administration in children as well as adults. It has also been licensed for subcutaneous use in both children and adults. For details of dosage and administration, see Data Sheet. **Boehringer Mannheim UK. Tel: 0506 412512.**

New-look Merieux

Merieux have repacked their freeze dried vaccines with the addition of a flip top and a new design, being introduced worldwide. **Merieux UK Ltd. Tel: 0628 483040.**

Crystapen supply

Britannia Pharmaceuticals have taken over the distribution of Crystapen injection from Glaxo. It is now available in packs of 25 vials only (£8.75 trade). **Britannia Pharmaceuticals. Tel: 0737 773741.**

OPDs from Ciba-Geigy

This month Ciba-Geigy are phasing in OPD packs of Ludiomil 25mg (28, £1.55), Symmetrel 100mg (56, £9.46) and Navidrex 0.5mg (28, £0.50, all prices trade). These will replace existing packs. **Ciba-Geigy. Tel: 0403 50101.**

continued on p610

Chemist & Druggist 18 APRIL 1992

THE ESSENCE OF MAN. IF YOU COULD
BOTTLE IT YOU'D MAKE A FORTUNE.



Brut. Straightforward. Unpretentious. Masculine. It's always appealed to the man's man. Now, with a new, fresher range and image it's going to be even more appealing. The new commercial with Kelly Le Brock sums up the very "Essence of Man". The £1.7 million we're putting behind it sums up our commitment to make Brut the Number 1 best smeller.

EG
ELIDA GIBBS
LEADERS IN PERSONAL CARE

DAVINA®

SEE US ON STAND C6 AT HEFEX



WHY SHOULD **YOU** STOCK THESE LINES?

YOU SHOULDN'T – UNLESS YOU WANT

- ☆ NEW CUSTOMERS
- ☆ FAST TURNOVER
- ☆ GREAT MARGINS
- ☆ SALE OR EXCHANGE
- ☆ FREE POINT OF SALE
- ☆ FREE SAMPLES
- ☆ FREE TRAINING
- ☆ PERSONAL SERVICE

AND FANTASTIC **"STARTER OFFER"**
GIVING YOU OVER 200% MARK UP

GET DETAILS NOW !!

SALES ENQUIRIES – PHONE 0484 852411
OR SEND IN THE COUPON

Please rush me details of the Starter Offer.

C & D 4/92

I would like a Representative to call ☐

Company Name:

Contact Name:

Address:

Tel. No:

Davina Health & Fitness Ltd.

International House, Nunnery Drive, Sheffield S2 1TA
Tel. 0742 738090 Fax. 0742 757163

MEDICAL MATTERS

Angio-oedema with ACE inhibitors

Angio-oedema induced by angiotensin-converting enzyme inhibitors is a rare but potentially life-threatening reaction. Results from a Swedish study reported in this week's *British Medical Journal* found that 36 out of 38 reported cases between 1981 and 1990 were judged to be related to ACE inhibitors. During this time, 1,309 linked cases were registered internationally.

The authors say that in most cases the reaction occurs shortly after the start of treatment. Angio-oedema is a local, well defined erythematous oedema of the skin, and is most common on the face, eyelids, lips and tongue although the back of the hands, feet, genitalia and mucous membranes may be involved.

If the reaction is suspected, patients should have their treatment stopped and replaced by an agent from another class of drugs. At present it cannot be generally recommended to change from one ACE inhibitor to another.

In cases where symptoms are on the tongue, pharynx or larynx, subcutaneous adrenaline is required immediately and the patient should be hospitalised for at least 12 hours.

A case for eusol

Do we need eusol at all asks an editorial in this week's *British Medical Journal*. The editorial says that whether Eusol retains its place in the *British National Formulary* should depend on results from clinical trials.

As with many other traditional products, the value of eusol remains scientifically unproven. If it was introduced today it would need to fight to attain a product licence, says the *BMJ*. There is a belief that it may delay healing.

A strong case can be made for the use of eusol in debriding burns or necrotic chronic wounds such as venous ulcers or pressure sores. However necrotic ulcers can also be cleaned using simple surgical debridement with dressings.

Eusol has no role in the treatment of open wounds that are clean and healing without invasive infection. And where there is infection, evidence that such disinfectants reduce superficial bacterial counts is lacking: "In dilute solution eusol might safely retain its effectiveness as an antimicrobial and wound cleaner, but only clinical trials will tell."

Continued from p608

Diabetic diets not followed

There is evidence that many diabetic patients are not complying with their recommended diets, according to Dr John Wales, senior lecturer in medicine, Leeds General Infirmary.

He compared the nutritional intake of 92 randomly selected diabetic patients over seven days with diets both of the general population and the current recommendations for a diabetic diet. Only three patients achieved the recommended 50-60 per cent energy intake as carbohydrate and all but four had a higher fat intake than the recommended 30 per cent of energy. In general their nutrient intake was similar to that of the non-diabetic population, although they tended to have reduced sugar and alcohol intake. The findings are published in the March issue of *Diabetic Medicine*.

Dr Wales told a Press conference last week that wide fluctuations in energy intake, particularly from fat, could adversely affect diabetic control and lead to serious complications in later life. It was difficult to impress on patients the importance of keeping to a diet because the damage caused by non-compliance was not immediately obvious. He told *C&D* this was possibly something pharmacists could remind their diabetic patients about when they had medicines dispensed.

Script Specials

Antibiotic shortages

The PSNC says the DoH has agreed that due to the continuing shortage of amoxycillin oral suspension 125mg/5ml and 250mg/5ml; and phenoxymethylpenicillin oral solution 125mg/5ml and 250mg/5ml, endorsements of proprietary brands will be passed for payment for April.

Ashbourne generics

Ashbourne Pharmaceuticals have introduced: Ronmix (erythromycin) 125mg/5ml suspension (100ml, £1.86), 250mg (28, £5.09) and 500mg (28, £5.82); Ashbourne emollient (medicinal bath oil, 250ml £2.61, 11, £10.45); Metalpha (methyl dopa) 250mg (84 £4.49) and 500mg (84 £8.84); Isib (isosorbide mononitrate) 20mg (56 £4.38) and 40mg (£7.13); Alphavase (prazosin hydrochloride) 500mcg (56 £2.29), 1mg (56 £2.95), 2mg (56 £4.00) and 5mg (56 £8.61); Comixco (cotrimoxazole) 80/400 (20 £3.00), 80/400 dispersible, (20 £3.20) 160/800 (10 £2.27) and paediatric suspension 40/200 (100ml £2.37); and Demix (doxycycline) 100mg (8 £3.76, all prices trade). **Ashbourne Pharmaceuticals Ltd. Tel: 0604 882190.**

If you have any questions about Glaxo's new Agency system, you can now call the Pharmacy Helpline on **Freephone 0800 221441**.

From 9.00am to 5.00pm on weekdays, you'll be put through direct to a member of the Glaxo distribution team, who will usually be able to resolve your query straight away. Outside normal working hours, please leave a recorded message and your call will be returned as soon as possible.



If necessary - or if you prefer - the matter will be referred to your Pharmacy Division sales representative.

Remember, under the new system, your Pharmacy Division representative has specific responsibility for your account.

The closer your joint relationship, the better the professional and commercial support Glaxo will be able to provide.

Glaxo

Counterpoints

Farleys add Bed Timers babydrinks

Farley's are launching their first – ever baby drink – Farley's Bed Timers – and three new variants in the Meal Timers range.

Bed Timers is a chocolate flavoured milk drink formulated for toddlers from 12 months onwards.

Made up by adding hot water, it contains iron, calcium, vitamins A,B,C and D and at least 10 per cent less sucrose than adult equivalents.

It will be available from July (200g tin, £2.09) backed by television advertising, new Press advertisements, direct mail sampling and money-off coupons to 250,000 mothers, and consumer promotions.

Farley's say research has shown a clear opening for such a product in the expanding toddler-feeding market. While the use of fruit and herbal babydrinks declines after 18 months of age, toddlers are often given a warm drink before going to bed. Over 30 per cent of children are drinking tea at 12 months and 35 per cent drink adult varieties of hot chocolate after 18 months.

Product manager Barbara Hodgson says: "Because Farley's Bed Timers is aimed at older children, prominent displays will ensure that parents continue to use pharmacists' baby care fixtures over a longer period." She recommends siting the new product on the babydrinks fixture near to granulated varieties.

The addition means that Farley's are now competing in five out of the six sectors of the babyfeeding market, more than any other babyfeeding company.

The new Meal Timers variants, available this month, are apricot and muesli Breakfast Timers, banana custard Lunch Timers and vegetarian cheese and tomato Tea Timers.

Research has shown that mothers use baby breakfasts for longer than they use savoury varieties, often until the baby is two years old. This has persuaded Farley's to introduce 300g economy



packs (£2.69) of the best-selling oats & apple and fruit & yogurt Breakfast Timers.

All packs of Meal Timers will be now be 1cm narrower.

The company is spending

£5 million on the Timers range this year, including £3m on national television in a new campaign which will run every month except November and December. **Crookes Healthcare Ltd.** Tel: 0602 507431.

Wind, cramps or colic?

LRC are looking to consolidate the position of their Woodward's gripe water, which they say currently has a 48 per cent share of the £4 million liquid carminatives market.

A consumer advice leaflet is being made available through the sales force to independent pharmacies to help resolve confusion over the differences between wind, tummy cramp and colic. Point of sale material also includes shelf edgers and a window poster.

For the trade, the sales force will be offering 13 for

the price of 12 ex-car during May and June.

There will be a consumer advertising campaign breaking in the Summer – the largest on the brand in the last five years, say LRC Products.

Health visitors are being targeted too, with direct mail and a 12 month promotional programme. The alcohol-free formulation, the price point and the effectiveness of the ingredients (dill and sodium bicarbonate) will be emphasised. **LRC Products Ltd.** Tel: 081-527 2377.



Spotlight on Babymilk advertising

Farley's predict that there will soon be a big public debate on whether babymilks advertising to consumers should be allowed.

Research has shown that 69 per cent of mothers believe they should have much more practical information about bottlefeeding and 77 per cent think consumer advertising should be allowed, according to Farley's Market Report 1992.

The report says that the babyfeeding market continued to grow in 1991, increasing 15 per cent to total £254 million. A further 12 per cent growth is expected this year. All sectors were buoyant, with milks showing the most growth – 20.4 per cent in value – to reach £111m. Follow-on milks grew by 41 per cent to £3.8m and, according to Farley's, would receive a further boost if the

Department of Health decided to make these milks available on welfare tokens, although a decision is unlikely for at least a year.

The report says that pharmacies stand to gain increased infant formula business from clinics with the move to more token redemption in pharmacies, and impending EC legislation will acknowledge the profession as advisers on babymilks.

Marketing manager Stephen Martin says that retailers who are "parent-friendly" stand to gain the most from the expanding market. "We don't expect corner pharmacies to have a crèche or feeding facilities, but they should at least make sure the baby fixtures are accessible by someone with a pushchair."

The report stresses that personal service, as offered by the local pharmacy, is highly valued by mothers,

both in terms of comprehensiveness and being able to ask for advice when they start buying feeding products.

Babymeals grew 13.5 per cent in value to £107.3m, although unit sales were down as a result of wet meals' decline in volume. Rusks kept ahead of inflation with a growth of 6.9 per cent in value. Drinks, one of the key growth areas in the '80s, increased only 3.5 per cent in value last year, which the report attributes to a poor Summer and lack of innovation in the market.

The report predicts that specially fortified toddler foods for babies aged 12-36 months are likely to show dramatic growth, with the increasing numbers of this age group in the '90s, and the growing interest in the nutritional status of young children. **Crookes Healthcare.** Tel: 0602 507431.

Earthwise nappies

A re-usable nappy called the Earthwise Baby Nappy has been launched by Apple Trading.

The nappies, which are an easy-to-use alternative to throw away nappies, are aimed at the modern parent.

The Earthwise Baby Kit comprises six re-usable nappies, two outer pants and three extended wear pads inside a brightly coloured waterproof nappy bag.

Apple are supplying posters, a circular display rail on which to hang the nappy bags, and are helping out with marketing strategy. They are helping retailers write advertising copy and placing advertisements in local Press.

The Earthwise Retail Kit retails at £39.99. The price to independent retailers is £24.99 and the wholesale price is £19.99.

Apple Trading
Tel: 0702 589055



Silence is golden.

Stock up on Bonjela Oral Pain Relieving Gel and recommend it to mothers to keep young ones quiet and your till noisy.

As brand leader since 1982 Bonjela is



trusted by mums as an effective pain relief for teething problems.

And because Bonjela sells twice as fast as any other teething gel you can turn silence into gold.

The biggest selling teething gel.

RECKITT COLMAN
NATURAL

*Source: Nielsen
© Bonjela and the sword and circle device
are registered trademarks.



On May 4, our biggest





ver TV campaign erupts.

Last time we ran our TV commercial, requests for Asilone went up by 25%. This time, requests will be going sky high.

Asilone is the only indigestion remedy, solely available from pharmacies, to be advertised on television. So capitalise on our advertising. Don't just stock up with Asilone liquid and tablets. Display them. Prominently

That way you won't be caught out when the rumbling starts.



Protector combines wet and dry

Wilkinson Sword say their new Protector razor offers the closeness and freshness of a wet shave with the safety of a dry shave.

An ultra thin guard wire over the edge of the blade, which has the same protective effect as the metal foil of a dry razor, will be the focus of a £5 million marketing spend.

"We are convinced this USP means we can bid for a slice of the dry shave market as well," comments marketing manager Steve Griffin.

Other innovations are a steel blade with a higher chromium content which is highly resistant to corrosion and stays sharp for longer, an improved pivoting axis for the blade so the cutting edges are always at the best angle, a larger Aquaglide strip for smoothness, improved washthrough channels to remove shaving debris, and an ergonomically designed handle with non-slip pads (razor and three blades, £2.79; five blades, £2.65).



Television advertising starts late June to the end of July and will be followed by a further campaign later in the year. Press advertising runs in August and September, backed by an educational public relations campaign, in-store offers and sampling. Promotional prices will

operate in June and July. POS material includes a 6ft display holding 100 razors and 85 blade packs, a dump bin for 30 razors and 30 blades, and a counter top display holding 12 razors and blade packs. **Wilkinson Sword Ltd. Tel: 0494 533300.**

Louis Marcel adds natural strip wax

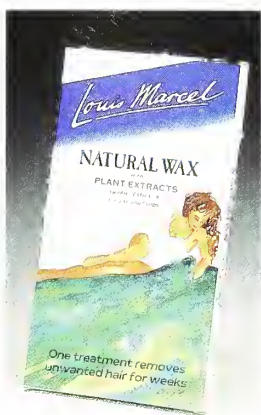
Louis Marcel has introduced Natural Wax, a re-usable cold wax feminine hair removal product based on traditional hair removing methods.

Natural Wax is a salon style wax treatment for home use, made with natural plant extracts.

Each wax strip can be re-used between three and five times, giving a total usage of 36 to 60 per pack, says the company.

The price for a pack of 12 strips is £4.39. The launch is being supported by an advertising campaign in the women's Press between May and September.

Natural Wax is an alternative to Louis Marcel's



single use Stripwax. **Sara Lee Household & Personal Care. Tel: 0753 523971.**

Stay put colour from Max Factor

Max Factor claim to have solved the problem of lasting make-up with Dawn to Dusk Eyes and Lips.

Dawn to Dusk Eyes is a compact containing flesh coloured basecoat, which is applied first, and two eyeshadows, a highlighter and a toning darker shade. It retails at £3.95 and comes in

ten colour combinations.

Dawn to Dusk Lips is a compact holding creamy powder lip colour and a clear moisturising top coat. The colour is applied with a sponge applicator and the top coat with a brush. It retails at £4.50 and comes in ten shades. **Max Factor. Tel: 081-568 4333.**

Summer special offers line up from AAH

AAH Pharmaceuticals are promoting Ambre Solaire, Bergasol, Delial, Hawaiian Tropic, Maws Suntime and Nivea sun preparation products in their Summertime Specials campaign.

A discounts incentive has been put together but the savings vary among the manufacturers. The company is offering discounts together with shopping vouchers and free radios.

Sun preparations featured range from sun oils, sun blocks, after sun preparations and lip balms to products specially for children.

From April 29, AAH are also discounting two footcare products, Carnation Corn Caps and the Verucca Treatment pack.

The discount on Corn Caps is 41.5 per cent profit on return, and 41.9 per cent on Verucca treatment. **AAH Pharmaceuticals. Tel: 0928 717070.**

Lynx gets adventurous new variant

Nevada, this year's variant from Lynx, is aimed at "men that want more excitement in their lives", and is backed by a £5.3m advertising package.

The new variant will be available as shower gel, bodyspray, roll-on and aftershave.

The Lynx range is being supported by the Lynx 1992 Extreme Sports campaign,

based upon sports which push men to their physical and mental limits.

An on-pack promotion running from April will give the winner and his partner a fortnight's adventure in Nevada, including a trip over the Nappa Valley, a trip to the Grand Canyon and glider trips over San Francisco. **Elida Gibbs. Tel: 071-486 1200.**

Incense range for pharmacy

Knights have introduced Scented Garden, a range of incense sticks and accessories for pharmacies.

The range comprises fragrance sticks in six variants (£0.99 each), wooden ash catcher stick holder (£2.20), resin mirrorwork stick holder (£1.20), brass stick holder (£1.59), soapstone stick holder (£1.59). A one-tier counter merchandiser is available. For further information contact **Knights. Tel: 021 477 4646.**

Fragrance on the fly

Stratton's bullet shaped perfume atomizer lets you take your favourite perfume with you everywhere you go.

The compact, 3 inch long atomizer conveniently slips into a pocket or handbag. It is available in silver, black, or gold. To operate, remove the base of the atomizer, unscrew the glass container, fill it up with perfume, replace the glass and base and you are ready to spray.

The atomizers retail at £9.95. Plans are also afoot at Stratton to launch oval shaped two-tone atomisers in July. **Laughton & Sons. Tel: 021-436 6633.**

High performance eyes with Almay

Colour Performance Waterproof Mascara and Colour Performance Liner Pen are the latest additions to the Almay cosmetic range.

The waterproof mascara (£7.25) contains vitamins E and B plus panthenol. A hollow fibre brush prevents lashes clumping together, says the company. It comes in Ebony, Teak and Navy.

The liner pen (£4.95) is an automatic eyeliner with a felt tip applicator. It can be used

to give a fine line or softened with a brush or applicator. It comes in Ebony or Teak. **Sara Lee Household & Personal Care. Tel: 0753 523971.**

Beat the sneezes this Summer

Mountain Breeze are joining up with Kimberly-Clark in a Summer hayfever promotion.

In return for collecting three pack tops from Kleenex Super 3 tissues consumers will receive a hayfever travel companion pack, containing samples and coupons from brands involved in the promotion, including Optrex, Merothel, Seldane and Mountain Breeze.

Also included is the European Hayfever Travel Guide, a booklet giving information on how to deal with hayfever, depending on what country you are in. **Mountain Breeze Ltd. Tel: 0695 21155.**

Free robe with Le Jardin

Max Factor are running a special offer on Le Jardin and Le Jardin d'Amour.

A free towelling bath robe comes with every 22ml eau de toilette spray of Le Jardin (£7.10) or Le Jardin d'Amour 22ml eau de toilette (£8.12).

The offer runs from May 1 for eight weeks, or while stocks last, through independent chemists and Boots only. **Max Factor. Tel: 081-568 4333.**

It's not just the power of advertising that makes Syndol so successful.

It's the power of Syndol.

Advertising can get product trial, but only product performance can generate repeat purchase.

Which is what makes Syndol extraordinary. Experience shows that Syndol generates a high level of repeat purchase, and an extraordinary level of word of mouth recommendation. Why? Because it works.

Uniquely formulated to deal with Tension Headache (now thought to afflict 1 in 4 adults), Syndol works quickly and logically.

Two powerful ingredients, Paracetamol and Codeine treat the pain, and one, Doxylamine Succinate, eases the associated muscular tension.

The result is fast effective relief. (A clinical study shows that in 97% of headaches Syndol gave relief within half an hour).

Not surprisingly, Syndol is already Britain's fastest growing and third largest 'P' analgesic.* It is made by Merrell Medicines, a company dedicated to producing products with distinct medical advantages, to distributing those products only through pharmacies, and to giving you the support and professional back-up that you deserve.

Advertising is, of course, part of that back-up. At the end of March we are launching a heavyweight national campaign in women's magazines and colour supplements targeted specifically at reaching Tension Headache sufferers. Advertising will create the interest.

Customer satisfaction will produce repeat purchase. And Syndol will deliver the highest profit per pack of all its major competitors.

Syndol. Recommend it with confidence. After that it's on its own.

The powerful treatment for Tension Headache.



Pol'n'Count extends Buttercup range

LRC are extending the franchise of their Buttercup range into the Summer months with the launch of a traditional herbal remedy for the relief of hayfever symptoms.

Pol'n'Count is a licensed product containing echinacea and garlic for a combined anti-inflammatory and anti-infective action. The tablets are sugar coated and light yellow, and come blister packed in 30s (£3.29), sufficient for five days supply. Pol'n'Count has a three year shelf life.

The OTC hayfever remedy market has seen strong growth over the past three years in spite of "mild" pollen Summers, and sales currently stand at £12 million, say LRC. One in five people are said to be sufferers, and 25 per cent of them do not treat their



allergy. LRC hope to attract new users who are not comfortable with antihistamines.

The launch will be supported with a mixture of national Press and radio advertising, with adverts linked to the weather conditions and the pollen count. There will be some front loading of the

£500,000 spend towards the end of May and early June.

The Buttercup range currently has distribution in 94 per cent of pharmacies (exc Boots). Although the new line will be available to the grocery trade, 75 per cent of sales are expected to be from pharmacies, say **LRC Products Ltd. Tel: 081-527 2377.**

AAH extend own label Vantage range

AAH Pharmaceuticals have extended their own label Vantage range with the addition of Vantage shower gel, antiseptic throat lozenges and photographic film.

The shower gel comes in three variants — Regular Herbal, Sport Aqua and Tropical Guava. All come in 200ml packs with a hook.

For the launch pharmacists are offered a trade discount. The shower gel will come in outers of 12 at £8.88, giving a POR of 32 per cent on an RSP of £1.15. And during the promotional period members can qualify for a 15 per cent discount by placing an order for seven outers of bath products, including two of shower gel. A 12.5 per cent discount is available on orders of four or more outers. The offer will enable pharmacists to sell the shower gels at £0.99 each.

AAH have extended their

Vantage cough and cold remedies range with the addition of antiseptic throat lozenges in cherry and lemon flavours. Available to members in outers of 12 at a trade price of £6.27, the lozenges retail at £0.95 for a pack of 24.

The company has also launched a range of own-label films.

The Vantage films will be available in a choice of four formats: 110-24 ISO 100 (£1.75), 135-36 ISO 100 (£2.25), 135-24 ISO 100 (£1.75), 135-24 ISO 200 (£1.95). They will be sold in outers of ten.

To support the launch, Vantage members have until May 15 to claim a special offer. On placing orders for five outers, pharmacists will receive seven free films and 100 POS leaflets. Orders for three outers will qualify for three free films. **AAH Pharmaceuticals. Tel: 0928 717070.**

Scholl campaign gives footcare new image

Scholl Consumer Products are launching a Press campaign, which they say marks a departure from traditional footcare advertising.

Called "Life can be murder on your feet", the campaign comprises a series of four blue-washed, '40s-style shots, each covering a specific area of the Scholl portfolio. The campaign aims "to normalise foot and leg care as a natural part of overall

healthcare", says marketing director Andrew Chater.

Products featured in the £1.2 million campaign are Washproof Corn Plasters, Odour Attackers, Hydrogel Blister Treatment and Lite Legs hosiery.

The advertising campaign runs from April 16 until the end of November in a selection of women's and general interest magazines. **Scholl Consumer Products. Tel: 0582 482929.**

New look for Flicker

The Personna Lady Flicker wet shave razor has been repackaged to appeal to a younger, under 25 age group.

The circular package, tested by 500 women, was four times more popular than the competing designs, says the company.

The Personna Lady Flicker houses a carousel of five non-stick, easily replaceable safety blades for sensitive skin. **Personna Tel: 0392 219797.**

Bergasol add self-tan product with UV protection

Bergasol are adding Auto-Bronzing Sun Cream to their range.

The product appears striped when squeezed and combines a self-tanning lotion and SPF8 sunscreen. It is suitable for all skin types and includes moisturisers. It retails at £9.45 for 75ml.

The launch will be supported by a consumer offer, giving consumers a free Bergasol loofah mitt worth £2.50 with any purchase of Auto-Bronzing cream. A point of sale unit containing 12 tubes of Auto-Bronzing cream will be available at £58.63. Further support includes a Press campaign in women's magazines and Sunday supplements. **Chefaro. Tel: 420956.**



Klorane addition

Pierre Fabre have extended their Klorane range with the addition of Wild Cornflower waterproof eye make-up remover.

The formulation comprises 50 per cent auto-emulsifying oily phase and 50 per cent aqueous phase, based on floral water and cornflower. It also contains rosewater, said to have a refreshing action. It retails at £4.75 for a 125ml bottle. **Pierre Fabre. Tel: 0865 742525.**

Oral-B give cash back

Oral-B are running a trade incentive across their range. Stockists are invited to earn a cash refund when they place an order through their Oral-B sales representative.

One token will be issued for each dozen of product ordered. Twenty tokens qualify for a £10 refund, with an additional ten tokens gaining a further £5.

The promotion runs until June 30 and cash cards are valid until July 30. **Oral-B Labs. Tel: 0296 432601.**

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The Bond will be available exclusively to members of the healthcare professions and spouses and it will offer you considerable advantages over similar investments: investment management by RNPFN, a company with a proven track record of success. Lower charges than almost any other bond (because we don't pay commission to brokers or salesmen). And better allocation rates than most bonds offered to the general public.

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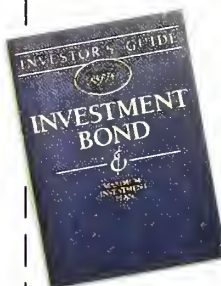
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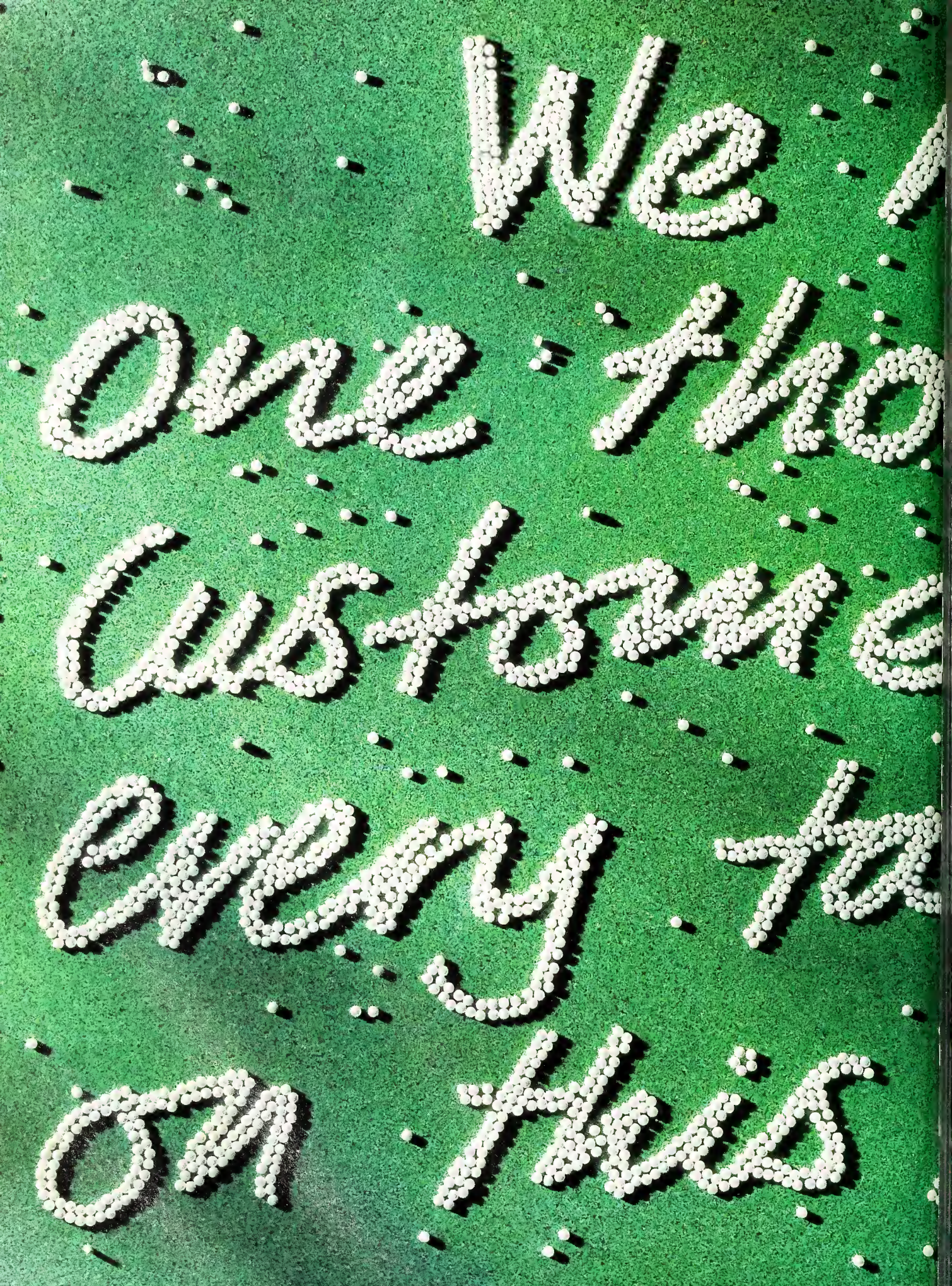
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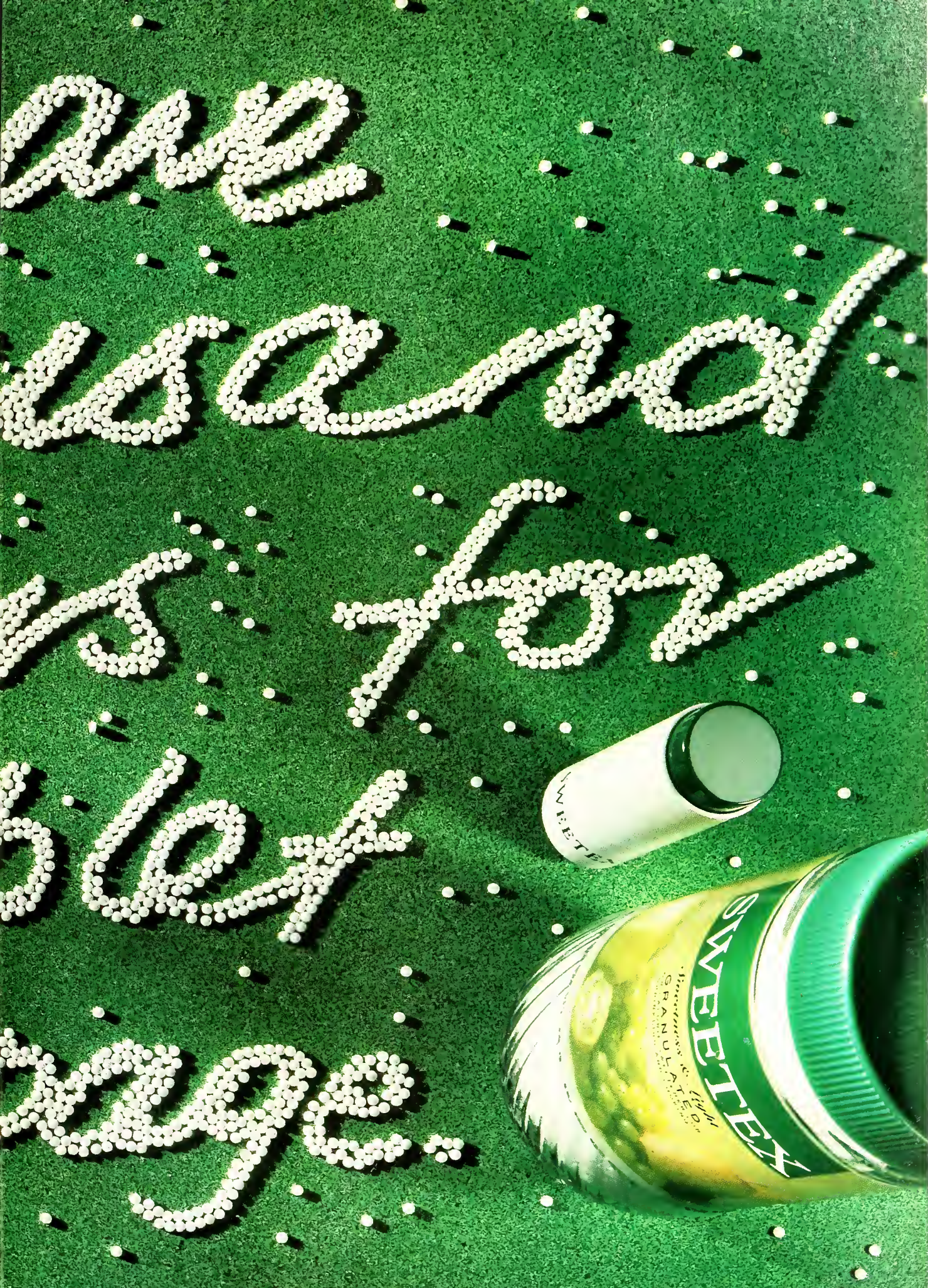


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it that way, so whether you use or stock Sweetex, you'll never feel the pinch.



Golden offer on Plax

Colgate-Palmolive are running a special offer on their Plax mouthwash for independents.

With every order of four packs of Plax the pharmacist will receive a free cotton polo shirt.

The promotion runs until

April 30 through AAH's "Go for Gold" offer.

To support the brand the company is investing £4.5 million in advertising this year. The product now has an improved formula. **Colgate-Palmolive. Tel: 0483 302222.**



Fisons have relaunched their Omega 3 supplement as Sanatogen Pure Fish Oils. The capsules have been repackaged in white plastic bottles, which reflect consumer preference for minimal packaging and waste, say Fisons. The fish oil supplements sector is now worth £3 million, says the company, and is one of the fastest growing areas in the market. **Fisons Consumer Health. Tel: 0509 611001.**

Variable Flow teat

Cannon Babysafe have introduced the Avent Variable Flow teat, which gives a choice of slow, medium or fast flow rates, depending on the feeding needs of the infant.

The rate of flow is selected by positioning the feeding bottle in accordance with guidance markers on the side of the teat. It is suitable for babies between three and 18 months, says the company, but should not be recommended for babies under three months. The teat retails at £1.99 for a pack of two. **Cannon Babysafe. Tel: 0787 280191.**

Extra strength

Givenchy have added Fortifying Base Coat (£8) to their cosmetics range, said to protect nails and extend the life of nail polish.

Ingredients include keratin, D panthenol and vitamin E. It can be used as a base coat or on its own. **Givenchy. Tel: 0932 245111.**

Correction

Sabona of London would like to point out that the starter pack mentioned in last week's Counterpoints includes one free gold plated Sabona bracelet, not one free pack, as stated. **Sabona of London. Tel: 071-603 0656.**

Agfa signs

Agfa are offering customers perspex fascia signs, which can be personalised, or bus stop signs, in illuminated or standard versions. **Agfa. Tel: 081-560 2131.**

Lyclear rinse

Lyclear Creme Rinse for head lice can now be used in infants from six months. The previous age limit without medical supervision was 2 years. **The Wellcome Foundation Ltd. Tel: 0270 583151.**

Numark meths

Numark are relaunching their methylated spirits. The new 500ml PVC bottle (£9.44 for 12, trade) will replace the 750ml size. The 5 litre pack (£5.14) has also been updated. **Numark Management Ltd. Tel: 0827 69269**

Unichem add six

Unichem have launched six products. They are menthol and eucalyptus inhalation 100ml (12, £5.30), linctus 200ml (12, £5.75), menthol 5g (12, £4.89), clove oil 10ml (12,

£4.05), pholcodine linctus 200ml (12, £7.45) and witch hazel 200ml (12, £5.35). **Unichem. Tel 081 391 2323.**

Quest offer

DE Pharmaceuticals are selling Wisdom Quest brushes at £1.49 on a counter display of 72 assorted brushes at £26 trade. **DE Pharmaceuticals. Tel: 0661 835755.**

More gifts

Healthlife have enlarged the range of goods in their gift voucher scheme. New items in the supplement include tools, furniture and barbecue equipment. **Healthlife Ltd. Tel: 0274 595021.**

Inner healthcare

Seven Seas have launched an educational programme, "Health from Within", to communicate the benefits of cod liver oil for joint pains and fitness to exercise teachers. The company is sponsoring the ASSET convention for health and fitness teachers. **Seven Seas. Tel: 0482 75234.**

Cabotine

The new Gres fragrance, Cabotine, is being distributed by Muelhens Ltd, and not Wassen Europ, as stated in Counterpoints last week. **Muelhens Ltd. Tel: 0372 724711.**

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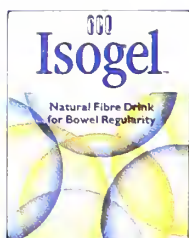
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Body Health goes nationwide

Following a successful test market in the London area, Body Health are launching their pharmacy-only toiletries range Natural Extract, nationwide.

Launched in October (C&D October 19 p662), the range comprises shampoos, conditioners, skincare and bodycare, bath and shower products. All products are based on natural ingredients — prices are £2-3.

An introductory discount scheme is offered and a range of point of sale material, including stands, header cards and consumer literature.

Managing director and founder David Rosen is a pharmacist and says: "The aim of Body Health is to encourage the development of natural toiletries in the pharmacy environment, where advice can be given from a position of knowledge and trust." **Body Health. Tel: 081-348 4564.**



New West gets cleansing bars

Aramis have extended their New West fragrance range with the addition of revitalising cleansing bars.

Positive Power bar is an astringent combination of grapefruit, birch leaf and eucalyptus. High Impact exfoliating bar contains pumice, almond meal and walnut shells to remove dead skin cells. Post Work-Out Aloe bar is said to relax and soothe skin after exercise.

The cleansing bars will retail at £10 each. **Aramis. Tel: 071-409 6981.**

Givenchy add Perfect mascara

Givenchy have reformulated their Perfect Mascara and renamed it Perfect Mascara Regulating Treatment.

The mascara now contains a dual-action formula which moisturises the lashes while it thickens them. It also contains a film-forming agent said to prevent lashes from sticking together. A device inside the tube dispenses the right amount of mascara each time.

The mascara comes in black, blue and brown, is water-resistant and suitable for contact lens wearers. It will retail at £10. **Givenchy Beaute. Tel: 0932 245111.**

Optrex sponsors swimming events

Crookes Healthcare's Optrex has signed a three year sponsorship deal with the Amateur Swimming Association.

The company will be backing the National Summer Championships in June and the Winter Championships in December.

Optrex will also support the ASA result cards and regular newsheet Grapevine.

Crookes have also sponsored a sculpture which will appear at the South Wales Garden Festival which takes place in May. **Crookes Healthcare. Tel: 0602 507431.**

On TV Next Week

GTV Grampian	C4 Channel 4	TV-am Breakfast
B Border	U Ulster	Television
BSB British Sky	G Granada	STV Scotland (central)
C Central	A Anglia	Y Yorkshire
CTV Channel Islands	TSW South West	HTV Wales & West
LWT London Weekend	TTV Thames Television	TVS South
		TT Tyne Tees

Anadin Extra:	All areas except GTV, CTV, TT and LWT
Alberto V05:	All areas except Y, HTV, & TV-am
Brut:	All areas except CTV, LWT, TTV, TVS, C4, TV-am
Colgate Great Regular flavour:	All areas
Colgate Tartar Control Formula:	All areas
Cream Silk:	All areas except C4
Dove soap:	All areas
Femigraine:	G
Grafic:	All areas
Impulse bodyspray:	All areas except C4
Jaaps Health Salts:	STV
Kyomi:	All areas except C4
Le Condom:	STV, G, TT, C4
Listerine:	All areas except G, Y, CCTV, LWT, TT, C4 & TV-am
Lux bath foam & shower gel:	All areas
Lux facial wash:	All areas
Migraleve:	TV-am
Oral B Indicator:	All areas
Peaudouce Step by Step Nappies:	TV-am
Remegel:	All areas except LWT, C4 & TV-am
Silkience:	All areas
Slim-Fast:	All areas
Wella Balsam:	All areas except CTV, TV-am
Wella Wash & Care:	All areas except CTV, TV-am
Wrigley's Extra & Orbit:	G, A, HTV, TSW, TVS, LWT

Stretch out with Max Factor

Max Factor have introduced a mascara which claims to separate every lash.

The mascara is hypo-allergenic, fragrance-free and fibre-free,

and so is suitable for contact lens wearers. It retails at £3.75 and comes in Pure Black, Soft Black and Deep Brown. **Max Factor. Tel: 081-568 4333.**



Unipath are offering consumers a month's free supply of Seven Seas Multivitamins and Minerals with every purchase of their Clearblue One Step two-test packs during May. The promotion supplements Unipath's Well Woman scheme. Consumers will also receive a free booklet entitled "Getting to know your body". To obtain the free multivitamins and leaflet, consumers need to send in a claim form from packs of Clearblue One Step. **Unipath Ltd. Tel: 0234 347161.**

CONSTIPATION?

HEATH & HEATHER

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90 TABLETS

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Trade Mark Infringement

We draw your attention to the fact that it is an infringement of the rights of Ciba-Geigy in the registered trade mark VOLTAROL to:

- 1) apply this mark to packs originally sold under another brand name;
- 2) sell or dispense packs relabelled this way.

Ciba-Geigy has taken and will continue to take action against those who engage in either of the above practices.

Dispensing any other product on a prescription for VOLTAROL or VOLTAROL RETARD is also against the Code of Ethics of the Royal Pharmaceutical Society which clearly states that 'A Pharmacist should not substitute (except with approval of the prescriber or a hospital drug and therapeutics committee, or in an emergency) any other product for a specifically named product even if he believes that the therapeutic effect and quality of the other product is identical' (paragraph 1.4(ii))¹.

Ciba-Geigy will continue to take the necessary action to protect its intellectual property rights.

Reference: 1. Medicines, Ethics and Practice. A guide for Pharmacists, Number 7, October 1991

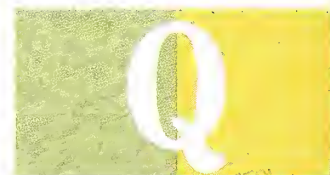
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Questions and Answers

Endorsing "pc" on a script does not mean the Prescription Pricing Authority will not return it, as PSNC explains



1. Will the endorsement of "e/c" be accepted by the Prescription Pricing Authority (WCHSA)?
2. What will be paid for this prescription on first submission to the PPA (WCHSA)?



1. The endorsement of "e/c" will not be accepted. The conditions for the "pc" (prescriber contacted) endorsement are laid out in the British National Formulary, under the chapter on general guidance. In short, the endorsement of "pc" can only be used where strength or quantity has been omitted on a prescription for a systemically administered drug. This, of course, does not apply to Controlled Drugs.
2. The prescription will be referred back for the prescriber's initials as the endorsement indicates a change of formulation. When re-submitted with the doctor's initials, the pharmacist will be remunerated for Deltacortril tablets.

Pharmacy Stamp	
Pharmacist's name and quantity endorsement	No. of days treatment to be supplied stated NP
PC e/c dwp ex 2x56 P. J. J.	R/ Tabs prednisolone 5 mitte 60
Signature of Doctor	Date

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8 PINK TABLETS		4 YELLOW TABLETS
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It could make you very popular

Is PSNC important?

I am wholly in agreement with sentiments expressed by Dr K. Watson of Sunderland Local Pharmaceutical Committee. His letter clearly explains why the Pharmaceutical Services Negotiating Committee is not enjoying the confidence and trust of the majority of independent contractors.

He asks why, in this present opportune election year, PSNC has not convened a Press conference to air the truth about the High Street health service? There are three possibilities.

- Either:—
- 1) Lack of imagination or,
 - 2) PSNC is a gutless, spineless worm or,
 - 3) There are members of the committee who do not want to blot their copybooks.

One or all of these possibilities should lead to a booting out of the PSNC as soon as possible, and replacing it with credible, professional negotiators, enjoying the trust and confidence of the contractors like myself.

And what about the contractors themselves? Most are capable only of looking up to the sky, hands in their lab coat pockets, and whistling. But the time has come to voice their common concern in a strong, clear and unified voice. I remain sceptical and wonder if this will ever happen. In fact, I will stick my neck out to say that, like on many occasions in the past, we will hear muted grumbles and apathy will win, allowing the Government to trample all over the negotiators and contractors.

Professional negotiators with the full backing of the contractors is the only answer to the Government's insulting behaviour and offer of derisory payments. What is the independent contractor going to do for himself?

Get up Mr Independent Contractor and make your voice heard as loudly as necessary or shut up and possibly perish.

H.R. Patel
Dagenham

Thanks to those in NPA Area One

May I, through the courtesy of your columns, thank those National Pharmaceutical Association members from Area One who voted for me in the recent election. It was, in the words of the Duke of Wellington, "— the nearest run thing you ever saw in your life."

May I also congratulate Gordon Bullous, the successful candidate, and wish him a happy and fruitful term of office.

J. Malcolm Goldie
Sunderland

Your call to pet care!

The 4th Annual National Pet Week is to be held from May 2 to May 10 1992. There will be many local events throughout the country, and it is hoped that the public will be made more aware of the need to care for their pets in sickness and in health.

The National Pet Week is a non-profit making "umbrella" organisation, supported by the majority of animal charities, as well as by the Royal Pharmaceutical Society, Veterinary Associations and the

Kennel Club.

During the campaign week leaflets will be available through the Pharmacy Healthcare Scheme on toxoplasmosis. The help of the pharmacy is vital to stimulate some interest from pet owners to

visit their community pharmacy and to seek information from them on a number of matters relating to pet care.

W.F. Patterson
N. Midland, Pet Week Area Organiser



Norman Bennett of A.P. Bennett Ltd, Sutton Coldfield, will be kissing the shores of Britain farewell shortly. As winner of the window display competition organised through Pharmacy Healthcare to coincide with National No Smoking Day in March, his first prize is a holiday for two in Hong Kong. His winning window is pictured above



Let the festivities begin — the assembled revellers at the ball celebrating the 50th anniversary of the BPSA. Hiding among the party goers are the members of the new executive: president Joel Hirst; secretary Katherine Gough; treasurer Zuber Mitchla; public relation officer Lynce Brown; preregistration officer Bhavini Patel; sports officer Sharon Hart; international liaison secretary Natasha Isobelle; Northern area coordinator Catriona Johnson; Western a.c. Christopher Poole; Pennine a.c. Nicola Hill; student exchange officer Rosalyn Edwards; prereg news Duncan Cripps; Future Pharmacist Gillian Hepplewhite; skiing officers Hooman Ghalamkari, Tariq Muhammad; membership secretary Sharon Johnson; conference organising team Claire Conway, Maria Connolly



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Dose: Adults: 1 or 2 tablets

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PARAMOL is not indicated for

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Pharmacy update

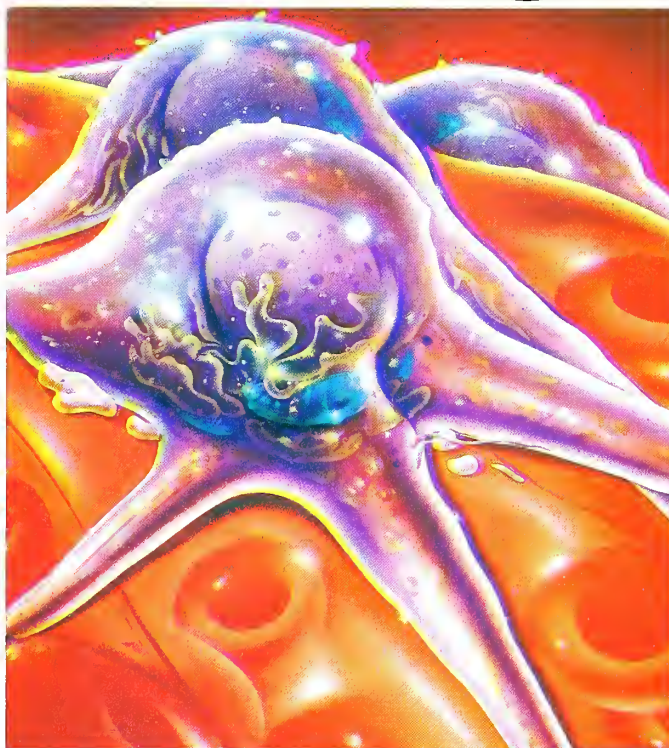
New mechanism for cancer drugs

A drug with a novel mechanism of action against cancer cells is about to enter clinical trials in the United States. Instead of killing cells as conventional agents do, carboxamide-amino-imidazole (CAI) acts by inhibiting metastasis of cancer cells, the cell-seeding by which primary tumours spread in 75 per cent of patients even before they are large enough to be diagnosed.

CAI appears to impair the development of a blood supply to the tumour and cell migration into the blood stream by inhibiting intracellular calcium function. Cancer cells appear to be more dependent than healthy cells on this mechanism for proliferation. In the laboratory, it has been shown to inhibit growth of cells from cancers of the breast, colon, prostate and ovary.

In animal models, CAI inhibits the growth of transplanted human tumours. CAI has been well tolerated so far, and it is hoped that it will be more selective for cancer cells than existing cytotoxic drugs.

Journal of the National Cancer Institutes 1992; March:220



John Bavosi/Science Photo Library

Asthma and schools

There is no reason why asthma should interfere with school life provided appropriate policies are established to control symptoms and respond to emergencies.

However, several surveys have shown that many schools are ignorant or neglectful of this important aspect of asthma care. The latest asked head teachers in 300 state schools in Avon about their management of children with asthma. Sixty per cent had no register of children with asthma and only half had a procedure for dealing with attacks.

Most secondary schools (87 per cent) allowed pupils to keep their own inhalers for "prn" use but most younger children were not allowed to keep their inhalers, which in some cases were stored under lock and key. A quarter of schools which did not permit children to carry an inhaler did not allow access

when required.

Only 11 per cent of schools had arranged training for staff and in one case the person charged with responsibility for children with asthma was a dinner lady. Although most

heads said they wanted further information and training about asthma, this survey again reveals a surprising level of ignorance and complacency.

Journal of the Royal College of Physicians 1992;26:65

Economic impact of asthma in the USA

Asthma costs the United States \$6.2 billion annually (at 1990 prices), accounting for 1 per cent of all health expenditure. The largest proportion of this sum — \$1.6 billion — is due to hospital in-patient care, emphasising the potential for benefit from proper preventative measures.

Some 9-12 million Americans among a population of 227 million suffer from asthma. A third of hospital admissions for asthma are children under 18, who account for almost half the emergency services' spending on asthma. The average hospital stay is five days.

Drugs, mostly theophyllines, beta-agonists and corticosteroids, cost \$1.1 bn. Lost productivity (school and working days) costs a further \$1,700m. The 4,000 deaths per year from asthma are estimated to cost \$800m. The cost in terms of quality of life was not calculated.

Morbidity and mortality from asthma are increasing in the US. If this expenditure is to be contained, the study concludes, asthma care should be directed at reducing the biggest single cost — hospital admission.

New England Journal of Medicine 1992;326:862-6



Tamoxifen beneficial in women with osteoporosis

Tamoxifen is an anti-oestrogen which has recently been proved effective as an adjuvant in treating breast cancer.

However, many women who could benefit from therapy are at risk from osteoporosis — a problem which the oestrogen antagonist activity of tamoxifen may exacerbate, particularly as it is taken for periods of several years at a time.

Animal studies suggest that tamoxifen actually possesses oestrogen-like activity on bone, increasing formation and reducing bone loss, but convincing evidence of this in women has been lacking. In a two year study of 140 women with breast cancer taking tamoxifen 20 mg daily, bone density was measured in the spine and wrist by photon absorptiometry.

Compared with an annual decrease of 1 per cent in women taking placebo, density of the spine increased by 0.61 per cent per year in women taking tamoxifen. However, this benefit occurred only in postmenopausal women. In the few treated before the menopause, bone density fell by 1 per cent per year. Furthermore, the density of bone in the wrist decreased in all women by 0.88 per cent annually.

Tamoxifen therefore appears to have a beneficial effect on bone density in older women, though this is less marked than the benefits achievable with hormone replacement therapy. Whether this is reflected in a lower risk of fractures remains to be demonstrated. Its effects in premenopausal women, and the longer-term effects on the wrist, need further study.

New England Journal of Medicine 1992;326:852-6

Neutrophils and NSAID gastropathy

It is accepted that NSAIDs induce gastric ulcer by virtue of their inhibitory effects on prostaglandins, but how does that damage the gastric mucosa? Evidence emerging from animal models indicates that neutrophils play a key role.

When isolated blood vessels are perfused with therapeutic concentrations of indomethacin or aspirin, neutrophils rapidly adhere to the vessel walls. This does not happen with salicylic acid, which lacks ulcerogenic activity. This adherence can be prevented by pretreatment with

a prostaglandin — comparable to prophylaxis with misoprostol.

The most important factor appears to be leukotriene B₄ (LTB₄), levels of which increase after NSAID administration and which are elevated in patients taking NSAIDs chronically. In the rat, ulceration induced by naproxen or indomethacin can be prevented by giving antibodies against neutrophils or against molecules which are important for adherence.

Neutrophil adherence may affect the stomach mucosa by blocking the microcirculation,

inducing ischaemia, or by the release of toxic enzymes and reactive oxygen radicals. Prostaglandins protect against this effect by preventing adherence or preventing increases in LTB₄. By contrast, NSAIDs reduce levels of prostacyclin, an inhibitor of neutrophil function which is produced by cells in the vessel wall. The importance of this finding is that it defines a new target for drug therapy of NSAID-induced ulcer.

Trends in Pharmacological Sciences 1992;13:129-30

Laxative-induced diarrhoea

Laxative abuse appears to be relatively common among people referred for hospital investigation of chronic diarrhoea, yet they do not even raise the suspicion of the doctors who conduct repeated tests for bowel dysfunction.

A new laxative screening service in Glasgow is able to identify laxative use by analysis of urine. Two of 49 patients referred with a tentative diagnosis of irritable bowel syndrome were proven to use laxatives, as were two of ten others undergoing investigation for chronic idiopathic diarrhoea.

Tell-tale signs in two further patients were red urine (produced by phenolphthalein) and chronic hypokalaemia. When the true diagnosis was revealed, unnecessary tests costing an average of £2,800 had already been performed. *Journal of the Royal Society of Medicine* 1992;85:203-5

Mucolytic by inhaler?

The benefits of mucolytics such as N-acetylcysteine (NAC) in chronic bronchitis are limited. High doses given by nebuliser are useful in hospital, and high oral doses have been shown to reduce the frequency of exacerbations.

Although the bioavailability of NAC is low and concentrations in bronchial mucosa are unmeasurable, beneficial effects on local lymphocyte and neutrophil activity have been noted. Higher local concentrations might be achieved by using a metered dose inhaler (MDI), and this has now been compared with placebo over 16 weeks in 51 patients with mild to moderate chronic bronchitis.

NAC had no effect by this route: there was no difference between the groups in feelings of well-being, symptoms (dyspnoea, expectoration), frequency of exacerbations or lung function. Possible explanations include poor bioavailability of NAC given by MDI, or a systemic rather than local mode of action.

Respiratory Medicine 1992;86:89-92

Do NSAIDs explain ulcer deaths?

Despite the epidemiological evidence associating the use of NSAIDs with death from peptic ulcer in the elderly, there is still no unequivocal proof of a causal relationship. Now, a study from Germany of peptic ulcer deaths since 1952 further confuses the picture.

The incidence of fatal complications of peptic ulcer and prescriptions for NSAIDs were stratified according to age and compared. Overall, the mortality of peptic ulcer declined during this period, though the over-75s suffered a two- to four-fold increase in death rate from duodenal and gastric ulcer, an effect that was more marked in women.

Since 1980, the number of NSAID prescriptions increased 20-25 per cent in people aged 40 or older. There was, however, no significant association between increasing use of NSAIDs and death due to peptic ulcer — in fact, there was a negative association in most age groups, including the elderly.

These findings do not confirm a simple cause and effect relationship, which would

predict an increase in deaths as more NSAIDs are used. Instead, the authors conclude that greater longevity results in more people achieving an age where they are at greater risk of fatal complications.

Digestive Diseases and Sciences 1992;37:385-90

Hypoglycaemia, complications and diabetes

The best way to reduce the risk of long-term complications of diabetes is believed to be strict control of blood glucose levels. Recent reports of hypoglycaemia unawareness suggest that this may be associated with changes in the perception of hypoglycaemia.

People with diabetes do appear to respond differently to hypoglycaemia compared with non-diabetic controls. In one new study, neuropsychological performance (reaction time, memory, symbol recognition) at normal blood glucose levels were unchanged, suggesting that diabetes itself is not associated with a permanent deficit in neurological function.

Hypoglycaemia impaired performance in all subjects, but those with diabetes were significantly worse affected although the reason for this is unclear.

The perception of blood glucose levels is also subject to individual variation. Comparing 180 diabetics, a second study has demonstrated that subjects with good control perceive both hyperglycaemia and hypoglycaemia at glucose levels significantly lower than others with poorer control. This was equally true for insulin-dependent and non-insulin dependent diabetes and when differing treatment strategies were taken into account.

Quality of life in people with diabetes is impaired by the presence of long term complications, according to

research from the United States. Assessing quality of life in 175 people with insulin-dependent diabetes of at least 25 years' duration, those with vascular disease, including peripheral vascular disease or a history of myocardial infarction, reported significantly worse scores than others who were free of complications.

Quality of life was even more strongly affected by nephropathy but retinopathy and neuropathy had the least impact. In addition, quality of life gradually deteriorated as more complications occurred; depressive symptoms became more common, and were more marked among women.

Diabetes Care 1992;15:166-72. *Diabetic Medicine* 1992;9:156-65 & 120-5

Blood growth factor ineffective for ADR

The advent of genetically engineered growth factors has significantly improved the management of renal failure (with erythropoietin) and reduced the severity of neutropenia due to cancer chemotherapy (with granulocyte colony stimulating factor, or G-CSF).

Anecdotal reports have indicated that G-CSF and the similar agent granulocyte-macrophage-CSF (GM-CSF), which stimulate the proliferation of white blood cells, may improve the treatment of drug-induced blood dyscrasias which, though rare, cause significant mortality.

A new report suggests that such hopes may be false for some patients. Five people with agranulocytosis due to pyrazole

analgesics and, in one case, ibuprofen, were given GM-CSF for up to nine days from the first week after diagnosis of the adverse reaction. This made no difference to the course of recovery which, at a mean of 12 days, was about the norm for this condition.

There may be two mechanisms for agranulocytosis: immunological or direct toxicity. If an immune mechanism is present, growth factors will be ineffective until both the drug and the antibodies it induces have been cleared. However, experience in drug-induced agranulocytosis is still limited to only fourteen patients and it is uncertain why treatment has little effect in some cases.

Journal of Internal Medicine 1992;231:269-71



Research Digest is a regular series written by drug information specialist Steve Chaplin MRPharmS, looking at current developments in medicine



NEW PARAMOL YOU CAN'T HIT PAIN MUCH HARDER

It's the power you have been waiting for, and the first true innovation in over-the-counter analgesia for almost a decade.

New PARAMOL. Specially reformulated with dihydrocodeine tartrate BP 7.46 mg and paracetamol BP 500 mg, it is now available without a prescription.

PARAMOL comes in packs of twelve tablets, making it ideal for short term pain relief such as weekend dental pain or a painful sports injury.

In fact, PARAMOL offers a powerful new combination for any of your customers who need more pain relief than simple analgesics can give.

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Much food for thought on offer at Helfex '92

More than 150 international exhibitors will be waiting to tempt visitors with an array of exciting products at Helfex '92, the international health food exhibition for pharmacists, drug stores, groceries, delicatessens and specialist food stores.

It will take place at the Wembley Conference & Exhibition Centre on Sunday, April 26 and Monday, April 27. Specialist health food companies from Europe, America, Canada and the Far East will all be vying for attention at the trade-only show.

5,000 to visit?

With an anticipated 5,000 visitors, the latest introductions in alternative medicine and health food innovation will be on show, with visitors further courted by special prizes, select offers, discounts and other buying incentives, all designed to help improve the bottom line and increase sales. A selection of guest celebrities and industry experts are also expected to attract visitors.

The centrepiece of the show will be an organically grown fruit and vegetables display, totalling some 6ft in height, courtesy of Oasis Ltd, which is designed to complement the show's theme of good diet and nutrition. The display will be

donated to a local hospital or charity by the British Health Food Trade at the show's close.

On special offer

Among the special offers available to visitors, Healthlife are giving away a Mini Cooper while Brewhurst are offering a bed and breakfast at the 4-star Hilton National plus a ticket for the Sunday night Carnival Fiesta, taking place at the Thames Suite from 6pm onwards, all for £55 per person.

New products to be launched include a range of exotic flavour Tropical Teas from London Herb & Spice,

garlic and cod liver oil tablets from Britannia Health Products, organic sugar-free biscuits from Clearspring and Tofutti ice cream from the Foundation Food Company.

Weleda will be unveiling their

courtesy prize, while those who complete the crossword and answer a tie-breaker will be able to take away a major prize.

A selection of free lectures, sponsored by Brewhurst, Solgar, Nelson, Illingworth, Aromatherapy Products, Natural by Nature, Phoenix, Lichtwer Pharma, Pulse Communications and the BHFTA will also be on offer covering a wide range topics including European market harmonisation and healthy communications.

Opening times

The show will be open from 9.30am-6pm on the Sunday and from 9.30am-5pm on the Monday in Hall 1. The exhibition centre is based on the North Circular Road with access to the A1, M1, M40, M25 and M4 and extensive car parking facilities.

The nearest British Rail station is Wembley Park (Metropolitan and Jubilee lines) which is 10 minutes walks away. Wembley Central BR station, linking with Euston or Broad Street, is 20 minutes walk away.

Further information and tickets for the free show can be obtained from Wendy Cutler on 0483 426450 or write to Helfex '92 at Angel Court, High Street, Godalming GU7 1DT.



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+
New Night Time Nappy = New Market Opportunity = £'s PROFIT

Do you have sleepless nights worrying about how to make a profit from selling disposable nappies?

Then Ultra Togs Changes, with special Night-time nappy is the range you have been looking for.

As new Ultra Togs Changes are compressed you'll have bags of room to stock the new Night-time nappy; and still make a significant shelf space saving over the brand leader.

Top quality nappies, at a competitive price, and with a £4 million support, new Ultra Togs Changes are sure to be the nappy every Mum is buying.

Stock up with new Ultra Togs Changes and your nappy nightmares will soon be over!



Refreshment time

Anti-perspirant deodorants are as essential as the toothbrush. Worth around £175m, the APD market is one of the most profitable toiletry markets with over 42,000 APDs sold every day. Jacqui Brommell looks at the market



Natrei Plus is screening its third campaign across national television in May, part of a £3m media spend.

APDs are one of the fastest growing toiletry sectors, having shown a 37 per cent volume growth since 1980, says Gillette.

Carter Wallace and Sara Lee say the market grew at around 15 per cent last year; Colgate-Palmolive and Bristol Myers put the figure at around 7 per cent.

But all manufacturers agree that aerosols are most popular, with a market share of around 70 per cent compared with roll-ons at around 20 per cent. Sticks and pumps account for most of the remainder.

At least 80 per cent of men now use an APD compared with over 90 per cent of women. But although sales in the male sector have been strong there is still room for improvement — after all one in five men are still doing without deodorant!

Sales of male toiletries now top £365m, with APDs and bodysprays arguably the current star, says Elida Gibbs. Male bodysprays have fuelled sales of

APDs as many men buy these for underarm use. Although bodysprays do not contain anti-perspirant, Elida Gibbs believe men are not so concerned about wetness, so they see them as a perfectly acceptable product.

The company says bodysprays have enjoyed a 17 per cent increase per year, primarily due to Lynx, with over 13 per cent value share of the total deodorant market.

Lynx roll-on, launched last August, has gained a value share of around 12 per cent of the roll-ons, says the company. A new fragrance, Nevada, was introduced this month.

Pumping volume

Consumers are also applying APDs more frequently, creating volume growth in the market.

Gillette say 42 per cent of women use a deodorant three times a day or more, while a quarter of women carry one in their handbag. Re-application after sport and in the evening has increased the volume of the market, and also created brands aimed at these occasions.

Volume growth has also increased because consumers are less willing to share APDs: the men and women who share has almost halved between 1987 and 1991, says Gillette.

Manufacturers agree that the market is segmenting in a variety of directions and many have acted accordingly with relaunches and the introduction of new variants.

Gillette have identified increased segmentation by product format, attributes, usage occasion, age, and also by products targetted specifically at men or women.

Elida Gibbs claim a 29 per cent volume share of the total market, mainly from Sure, Kyomi and Lynx. Sure Cool Lilac was launched last Summer, while Powerstick for Men added innovation to the market last June, being the first deodorant to respond to body heat. Sure for Men and Cool Blue are the biggest variants, each taking around 20 per cent of Sure sales.

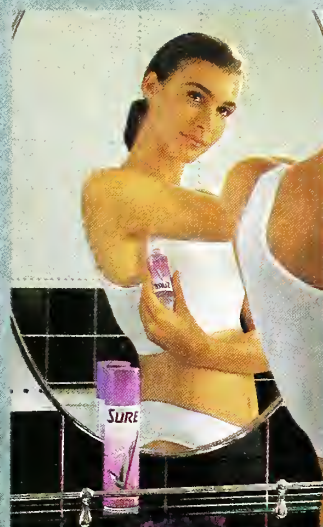
Fragrance appeal

The company agree that the APD market is set for further segmentation. And Manita Khuller, senior brand manager of Sure and Kyomi, believes APD fragrances will also diversify. "We definitely see a role to develop an area of fragrance,

Continued on p640



Promotional activity for Mum this year will include extra value packs and on-pack promotions



Sure's Cool Lilac is aimed at the modern young woman





Deodorants

TOP 5 BRANDS

(Based on the sterling sales for the 12 months to December 1991)

Total GB	Independent Pharmacies
1. Sure (Inc. For Men)	1. Sure (Inc. For Men)
2. Right Guard	2. Right Guard
3. Natrell Plus	3. Natrell Plus
4. Soft & Gentle	4. Soft & Gentle
5. Bodymist	5. Mum

Source: Nielsen total market summary

Continued from p638

closer to fine fragrance."

Carter Wallace say they were the first company to use fine fragrance as a major marketing strength in Arrid Essence, launched last June. The brand has now become firmly established at the premium end of the APD market. Product manager Janette Scott says: "In particular, Arrid Essence is regarded as an everyday luxury. Using this product is seen as a self indulgence. The consumer is pampering herself — and enjoying it."

Michael Bealing, chemist sector development manager, Colgate-Palmolive agrees that consumers want products for themselves, to pamper and indulge. "Manufacturers who

were not targeting men or women are now spelling this out," he says. Brands caught in the middle may well suffer: "Family brands are being left high and dry," adds Mr Bealing.

Bristol-Myers say Mum, brand leader in roll-ons, remains value market leader of female brands, with a 15.5 per cent share. The brand was extended last July with Mum for Men and Mum Dermis; this month Cool Aqua replaces Soft Green.

Meanwhile Colgate-Palmolive say Soft and Gentle is the largest and fastest selling feminine brand, accounting for 8 per cent of the total market.

The After Hours variant with "sophisticated floral musk fragrance" for evening use is the newest variant and is now the biggest seller — illustrating



The new Body Mist commercial highlights product benefits to the "fashionable young deodorant user", with a £1.4m spend.



Soft & Gentle will be supported with a £1m advertising programme continuing the "underwear" theme.

the development of increased segmentation by usage occasion as well as by sex.

Prior to its introduction in 1989, only half APD users applied in the evening, now 69 per cent do, says the company. Market research showed that consumers saw APD usage in the evening as something different; in the daytime the emphasis was on staying fresh, dry and confident with a light fragrance while in the evening women were prepared to be more daring with a heavier scent.

Apparently this trend does not interfere with the use of fine fragrance. Mr Bealing says many women reserve fragrance for special occasions. He says perfume users tend to fall into one of two main groups — women in their mid 20s to early 30s and mature women. Although other women still view fragrance as important, they are willing to compromise

Continued on p642

The grocery threat

Sales of APDs are rising steadily in supermarkets and drug stores, as they become yet another addition to the general weekly shopping list. But can independents do anything to recapture market share? Elida Gibbs think not.

Senior brand manager of Sure and Kyomi, Manita Khuller describes pharmacy's share of APDs as flat and almost declining. The deodorant is becoming part of the weekly grocery shop which is "almost inevitable in the way people are shopping."

However, she says sales of Kyomi are higher in pharmacies than other outlets because it is a personal purchase product.

Deodorants SHARE OF TRADE

	Value share (per cent)	
	1990	1991
Chemists	33.1	32.4
Drugstores	15.3	16.1
Grocers	42.1	42.9
Other Sources	9.4	8.5

Source: Nielsen consumer data

Vichy say: "Pharmacies are the only outlets selling APDs where the staff know what is in the products, how they work, and which products meet different needs." The pharmacist's role is vital in speciality areas.

But Vichy strongly believe that APD sales from pharmacies will be overtaken by supermarkets and drugstores if pharmacies do not develop their own speciality market in these products.

Colgate Palmolive are more optimistic. Michael Bealing, chemist sector development manager, says total chemists account for half the value of the market and he is pleasantly surprised at how resilient the chemist sector is. He attributes

this to the growth of products targeted at male and females at the expense of family-orientated brands. This has made them more of a fun purchase, involving browsing which is more suited to the pharmacy sector.

"Our brand (Soft & Gentle) wouldn't do as well in grocers; people don't browse. Shopping isn't fun in groceries, it's a chore."

Bristol Myers also have good news for pharmacists. They say sales of Mum increased by 80 per cent in independents last year giving the brand a 30.4 per cent share, with around the same in grocers. Independent chemists represent 14.4 per cent by value of Mum total roll-on business.

Increased segmentation, makes it even more important for pharmacists to choose "which horses to back," continues Mr Bealing. He suggests getting the balance right between proven products and newer ones.

It is still important to support new initiatives, but also to learn lessons. "Pharmacists often get badly burnt, and lumbered with a lot of stock they can't sell," he adds. There must be a range of variants but not too many.

The essence is in good display of the right brands, says Colin Peacock, brand manager of Right Guard. Reflect market shares. His advice is to stock all APDs together and bodysprays separate with roll-ons at eye level, all reflecting market share. "Use planograms — grocers do," is his tip.

A year after Kyomi's launch, it has a 4 per cent value of the APD market, say Elida Gibbs. Kyomi, a "deo-perspirant", is targeted at women who do not require high protection. The active is derived from plant fibres and absorbs up to 50 times its weight in water; sweat is absorbed on the skin's surface instead of blocking pores.

Senior brand manager Manita Khuller says: "Repeat purchase has been lower than for the deodorant market." But it is still in the band of successful repurchase. So where will Kyomi be in a few year's time?

"It's going to be quite a slow-burning proposition, but it is definitely on a growth path," says Ms Khuller. "We think it's going to be a big brand."

After last year's intense campaign, Elida Gibbs intends to spend £1.5m this year, with a new commercial in June.

Kyomi, creating further market segmentation as the first deo-perspirant



NEW FREE SPIRIT FROM IMPULSE. PROFITS CAN'T HELP ACTING ON IT.



Now, from Britain's leading range of body sprays, new Impulse Free Spirit. Your customers are going to be seeing a lot of it.

Both on television and in woman's magazines. Free Spirit comes in a 75ml pack and a 25ml trial size while stocks last. Make sure you've plenty in stock. After all, women can't help buying it and men can't help acting on it. Neither can profits.


ELIDA GIBBS
LEADERS IN PERSONAL CARE



Lynx roll-on was introduced last August. Marketing activity for Lynx this year will be based on "extreme sports"

Continued from p640

on price, so may well choose more heavily fragranced APDs.

In May Gillette are adding a male and female variant to Natrel Plus — Ixoya for women and Pcao for men. Both contain fragrances developed to capture the spirit of today's most popular perfumes — floral and fruity for Ixoya and citrus green for Pcao. The company says two thirds of consumers buy an APD because they want to smell nice as well as feel dry.

More for men

Gillette relaunched their Right Guard range this Spring, with the introduction of a new male variant Drive, featuring a contemporary fragrance. Product manager Colin Peacock says: "We recognised that the existing Right Guard range was failing to attract the young male market and consequently we were missing a major opportunity for growth."

Gillette also updated the range with packaging designed to build a range identity while strengthening the double protection claim.

Many male toiletry ranges now offer the complete portfolio of toiletries with one fragrance. But Mr Peacock says that it is not easy to extend Right Guard in this way, because the name is so synonymous with APDs. For example a Right Guard shower gel would prompt consumers to ask why they would need an "APD" in the shower, he says.

But Mr Peacock adds: "People are quite happy to accept a repertoire of fragrances within their sports bag." After all, they are used to using fragrances in shampoo, and the Right Guard fragrances are not overpowering, he reasons.

Amplex launched into the aerosol market this March with three variants — Mist for women, Aqua for the family and Blue Ice for men. The formulation has been developed to help prevent fabric staining and to be skin-friendly, as well as effective. Amplex roll-ons were relaunched last year.

Meanwhile Arrid Extra Dry has just been relaunched with the addition of a new Sports variant. Carter Wallace admit the sports market has already been built, but believe they can offer a competitive product because of the Arrid heritage of "dryness". However, the company believes the APD market is approaching saturation. Any future growth will be fuelled by faster uptake among younger users, sports and leisure trends, and a general increase in bathing and showering. And obviously a hot Summer helps!

Facts on APDs: Did you know?

- The average adult produces up to one and a half litres of sweat a day, rising to 1 litre per hour during intense activity.
- There are 2.5 million sweat glands over the body, with just 1 per cent in the underarm area
- Right handed people use more deodorants than left handed as they sweat more
- Young people have more active sweat glands
- Vichy say 94 per cent of British women use an APD compared with just 79 per cent of French women, with usage in Germany, Italy and Spain at around 85 per cent.



Scholl introduced Cooling Foot Spray last month, to refresh and invigorate hot, tired aching feet. It contains lemon, thyme, rosemary and juniper extracts; representing Scholl's awareness of the trend towards natural ingredients



Above: A £3.7m advertising campaign for Right Guard has been running nationally from February, along the theme of "no worries". Below: Amplex will back its aerosols with a £2.5m advertising campaign this Summer.



Ask Elida Gibbs the question: "What would be the perfect APD?" and they answer:

"People want 100 per cent efficacy and naturalness — this would be the ultimate goal."

Debbie Forster, who develops APDs for the company and was involved with the development of Kyomi, says a glimpse of the more mature APD market in the US can help identify future trends. The US market is very fragmented but efficacy-based.

In the US products containing natural ingredients are popular, as well as "trigger release" ingredients, and "non-whitening" products which help to protect clothes staining.

APDs offering these benefits are now appearing over here, for example trigger release (Sure Powerstick for Men), and non-whitening formulations (Amplex aerosol).

Anti-perspirant actives developed in the late '40s have not changed much over the years

But despite all the current market activity, manufacturers agree that efficacy has to be the most important attribute.

Towels take to wings

For years a sanitary towel was ... just a sanitary towel. But over the last year, innovation has revolutionised the market.

Consumer choice has been widened by products offering improved security, wings, stay dry covers and ultra absorbency, with the benefits of improved discretion and comfort. Even tampons have been the subject of real development

There is no doubt that the sanpro market is the most competitive it has ever been. And it is certainly a market where a few key players fight for market shares, adding a further edge to the competition.

Worth around £180m last year, sanpro has reached its growth potential in volume terms, as the population of menstruating women remains relatively static. So market growth depends on product innovation, leading to premium prices and value growth....

Johnson & Johnson expect recent technological advances to grow the value of the external sanitary protection market by 20 per cent. And Sancell predict value growth of towels will increase above inflation, rather than in line with it as in previous years.

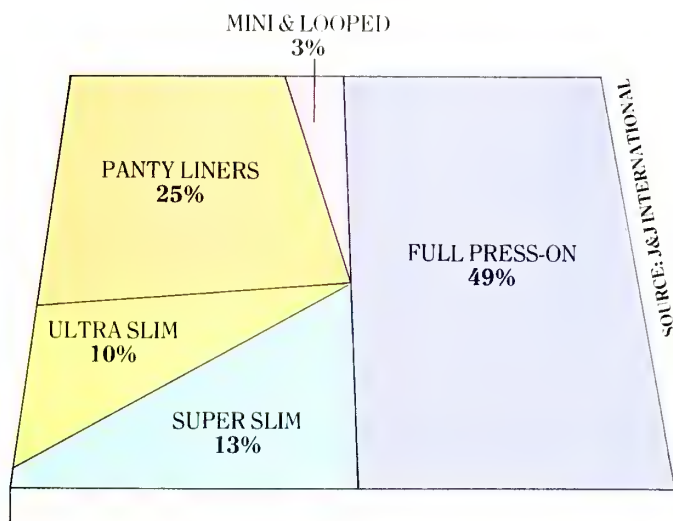
Women look certain to re-evaluate brands more than ever before, with raised awareness of increased choice through hefty advertising spends, particularly on television.



The Bodyform range will be supported this year with a television advertising campaign adopting a "lifestyle" approach

UK external sanpro market

1992 category sector splits



Total value growth
+ 15% to +20%

The wardrobe approach — women choosing a repertoire of products and absorbencies to suit their requirements — is growing. This trend is fuelling sales of pantliners, too.

Some manufacturers say there has been a slight increase in towel usage at night due to scares in the Press about tampon-related toxic shock syndrome.

However the ratio of tampons to towels has remained relatively constant over the last few years and is expected to remain so. The split is almost 50:50 with towels slightly in the lead at around 52 per cent.

Last June saw the launch of Confident tampons from Hygieia. The brand, marketed as a non-fibre shedding alternative to existing tampons, provided the first real innovation in the tampon market for years. However further technological advances in tampons, for example the use of materials with improved absorbency, will of course be limited by the safety requirements for an internal product.

Sanitary protection

TOP 5 BRANDS

(Based on the sterling sales for the 12 months to December 1991)

TOTAL SANPRO

Total GB	Independent Pharmacies
1. Tampax	1. Tampax
2. Lillets	2. Lillets
3. Simplicity (Inc. Freedom)	3. Simplicity (Inc. Freedom)
4. Bodyform	4. Dr Whites
5. Boots	5. Bodyform

TAMPONS

Total GB	Independent Pharmacies
1. Tampax	1. Tampax
2. Lillets	2. Lillets
3. Simplicity (Inc. Freedom)	3. Contour
4. Boots	4. Simplicity (Inc. Freedom)
5. Superdrug	5. Bodywise Natracare

TOWELS

Total GB	Independent Pharmacies
1. Simplicity (Inc. Freedom)	1. Simplicity (Inc. Freedom)
2. Bodyform	2. Dr Whites
3. Carefree	3. Bodyform
4. Vespri	4. Vespri
5. Boots	5. Carefree

Source: Nielsen total market summary



Kimberly-Clark currently have a £4m Simplicity commercial on television. Advertisements in the women's Press in May/June will feature the "central protection strip", and Press advertisements for Slims and Brevia will appear in September/October

Arrid Extra Dry spearheads growth of the anti-perspirant deodorant market



In the last five years the value of this market has increased by more than 70 per cent. The biggest growth area of all has been in the anti-perspirant deodorant sector which grew by more than £14 million in 1991 to be worth around £175m. A similar growth is expected in the years ahead as more focus is placed on personal hygiene.

For instance sales of toothpaste topped £140m in 1991; perfume sales grew to £430m; sales of bathroom toiletries reached £140m with shower liquids showing a growth of 43 per cent and soap sales reached £300m.

Almost four out of five adults use anti-perspirant deodorants — 73 per cent of men and 83 per cent of women — and pharmacists remain an important outlet for the sale of these products.

About a third of all anti-perspirant deodorants are sold through pharmacies where

Arrid Extra Dry is strongly represented, with a range of six aerosols and four roll-ons. However, the research showed that the brand could be strengthened to build upon its core attribute of dryness and to give it a more striking shelf identity.

This played a major role in Carter-Wallace's decision to re-package Arrid Extra Dry and the new range of six aerosols and five roll-ons will be available through pharmacies in April.

Key market factors

A number of new factors emerged as a result of consumer surveys conducted by Arrid which prompted the re-packaging.

- Personal hygiene is now rated very highly by most adults, especially men who five years ago would generally not have used anti-perspirant products.
- Keeping dry and fresh are key benefits required in an anti-perspirant deodorant

- Controlled working environments and the increased trend towards health and fitness mean there is a greater need for lasting dryness and freshness

- There has been a very clear increase in male interest in choosing, buying and using their own products. Younger men in particular are more sophisticated in their choice of fragrances

- More women now go out to work, currently 46% of the total workforce, and this has heightened the need for personal hygiene products such as anti-perspirant deodorants

- Arrid Extra Dry has established a very strong brand identity over the past two decades, largely because of its marketing and main product attribute — its dryness.

Arrid was launched in the UK in 1970 by Carter-Wallace and is now among the top brands in the fast growing anti-perspirant deodorant market. While many

of its competitors have been losing market share over the past two or three years, Arrid has consistently increased its share of the market.

In the 1970s and 1980s Arrid Extra Dry updated its design to improve its market position and the new re-packaging is set to provide even more strength and support for the brand in the nineties.

In particular, the striking new design will give Arrid Extra Dry a very high shelf profile, especially when compared with competing brands. The re-packaging was also specifically designed to greatly increase consumer appeal for the product and promote the core attribute of any anti-perspirant deodorant-dryness.

Arrid Extra Dry has established a very loyal user profile but research has shown that the new packaging appeals to, and is likely to attract, a much wider consumer audience. It also shows that consumers demand an anti-perspirant deodorant which offers unbeatable dryness, and Arrid Extra Dry consistently scores very highly in this respect. In fact, Extra Dry is synonymous with Arrid as far as many consumers are concerned, positioning the brand as one of superior dryness.

These studies have also shown, however, that this dryness must have a feeling of freshness reflected in its fragrance. Again, Arrid Extra Dry repeatedly scores very highly in this area.

The research key

Carter-Wallace, therefore, conducted research to investigate the appropriate fragrances for each type of user — whether they are male or female, sporty — or required for general family use. The results showed that freshness is of primary importance to all users and Arrid has included new fresh fragrances in the Desert Pink, and recently launched Sport variants. All the other fragrances in the range have been retained since the research showed that they were perceived as fresh and highly appropriate for Arrid Extra Dry.

The fragrances now available are: Desert Pink, Desert Peach, Showerfresh, Unscented and Sport (all of which are available in aerosol and roll-on form) and For Men (aerosol only).

"Arrid is a household brand name with a tradition of performance that delivers what it promises. Its modern fragrances reflect current fragrance trends. We are convinced that the new highly innovative re-packaging will sharpen and increase Arrid Extra Dry brand identity," said Janette Scott, product manager at Carter-Wallace.

"The new packaging means that Arrid Extra Dry now really stands out on the shelf and will appeal to a much wider profile of users as the high performance anti-perspirant deodorant offering dryness and protection to keep you feeling fresh all day long.



"The British are certainly the cleanest nation in Europe as far as bathing is concerned and the increasing spend on toiletries and personal care products shows how seriously they take personal hygiene," continues Ms Scott.

"The anti-perspirant deodorant sector is one of the most buoyant in the whole of this vast market, and we are convinced that Arrid Extra Dry's repackaging puts it well ahead of the competition."

Arrid Extra Dry will be supported by a substantial marketing package across the year with both above and below-the-line activity. This includes a nationwide television advertising campaign scheduled to run in the Summer backed by sales promotions and public relations.

Arrid Essence

Arrid Essence was introduced as a totally innovative product in the anti-perspirant deodorant market when it was launched nationally in the UK in June last year.

Carter-Wallace is the first company to use fine fragrance as a major marketing strength and the brand has now become firmly established at the premium end of the anti-perspirant deodorant market.

"The unique concept of designer fragrances together with assured dryness creates a new market sector for Arrid Essence, attracting new users who are seeking a luxury product which is good value for money," says Ms Scott.

Studies show that Arrid Essence is highly regarded as a premium priced designer fragranced anti-perspirant deodorant. Its strong consumer appeal is built on the fact that it is an excellent anti-perspirant,

contains a sophisticated fragrance and is very attractively packaged.

Research also confirms that Arrid Essence has very strong appeal to women in their twenties, thirties and forties who are feminine, modern and romantic. The names of the three fragrances available — Exotic, Classic and Oriental — reflect this appeal.

Says Ms Scott: "In particular, Arrid Essence is regarded as an 'everyday luxury'. Using this product is seen as a self-indulgence. The consumer is pampering herself — and enjoying it."

The Arrid range

Carter-Wallace has developed the Arrid range to provide an anti-perspirant deodorant that will appeal to each and every consumer — whether male or female, existing or lapsed users — ranging up to and including the luxury end of the market.

Concludes Ms Scott: "With our full range of anti-perspirant deodorants, covering all aspects of consumer needs, we are confident that we will experience significant growth in this buoyant sector of the personal hygiene market over the forthcoming year."



Ultra opportunity

The New Year saw massive innovation in the sanitary towel market with the launch of ultra-absorbent, wafer-thin towels.

Four times thinner than traditional towels, ultra absorbent towels offer superior absorbency. Vespre Ultra is just 3mm thick.

It contains a patented absorbent core material, aurora, derived from sphagnum moss. Its capillary structure acts as a micro-sponge capable of holding up to 20 times its weight of water, making it 50 per cent more absorbent than other towels, says the company. Vespre Ultra also features a fabric cover, horizontal adhesion strips, and wings designed to prevent bunching.

Procter & Gamble launched Always in January, comprising two variants of towel — Always and Always Ultra — and a pantliner. Always Ultra contains a "superabsorbent" material based on polyacrylate, developed from that used for Pampers nappies.

Both variants are available in normal and super forms, and have a patented synthetic "Dri-Weave" top sheet, where funnel shaped pores quickly guide fluid to the core of the pad. Both variants also have the option of wings.

These products seem too good to be true — but they do have the potential disadvantages to consumers of cost and flushability.

Cost and disposal

At around £2.69, Vespre Ultra is premium priced, though J&J do not think this will detract users. They say research has indicated that for such a powerful product with superior comfort, discretion and protection, consumers will purchase.

There are no recommended prices for Always, but it is also premium priced at around £2.99. P&G say the price is justified as superabsorbent materials are more expensive, reflecting research and development costs, and that consumers recognise it as a premium product. "We think consumers will be quick to appreciate performance benefits," says a spokesman.

Most European women would not dream of flushing towels, yet most UK women are conditioned to flush them. Always is a non-flushable product; P&G believe consumers will read the packet and follow instructions.

And because the product is so thin, they suggest they may well be easier to dispose of than traditional towels.

However, J&J say Vespre Ultra is no less flushable than other

brands, although they say no sanitary products should be flushed down the WC.

Johnson & Johnson are putting a significant spend behind Vespre Ultra this year. Support will include television advertising and trial-gaining activities



Tradition versus ultra innovation

Manufacturers of ultra absorbent towels are confident they will take the market by storm — even though some are double the price of traditional towels. But do other manufacturers agree?

Kimberly-Clark, manufacturers of Simplicity, the "number one" press-on towel, believe ultra-slim towels are the way the market will go; their research reveals strong overall appeal for the concept of the ultra-thin towel.

However, they believe conversion will be slow; there is a big education and "credibility" gap to close before these products really take off.

The company predicts ultra-thins will mainly steal share from slim and regular towel users, because these women are the most concerned with discretion. They do not predict that super and night time users will switch, neither will pantliner sales be affected unless pricing fall significantly.

Other factors initially hampering sales of ultra-thins will be the high pricing and non-flushability, they add.

Last September Kimberly-Clark introduced the "Central Protection Strip" to their regular, super and night time Simplicity towels; they are

incorporating the strip into the slim variant this month.

The strip works by capillary action, drawing fluid along the pad while helping to prevent side leakage. The company are confident of its potential: "The Simplicity Slim towel does not face the credibility barriers of ultra-thin towels and we expect it to do very well." Repackaging for the Simplicity range was phased in this February.

Sancella's senior brand manager Kate Nicholson believes a wide consumer choice of sanpro is important; combination of ultra-absorbent technology with Bodyform may well be a possibility for the future. But at the moment: "I think with Bodyform Plus and Standard we're in quite a good position." Bodyform is said to be "number two" in the press-on towels market; products have a unique shape with a flattened hump contoured to the body.

Bodyform Plus, a winged version, was launched last September, and has been the main force behind an 18 per

cent growth in Sancella's products (Bodyform, Libra and Pennywise; six months ending Dec 91). Ms Nicholson does not think tampon users will switch to towels, although the ultra-slims may provoke slight initial interest from tampon users. But one thing is clear: "Now towel usage is not such a compromise to tampons as it used to be."

Ken Tweedie of Hygieia also doubts that the new generation towels will appeal to tampon users. "I believe that ladies are either towel or tampon users. Internal protection offers a degree of discretion and performance that the most discreet towel cannot match."

He believes there will be a reorientation of market shares rather than a fundamental product switch.

Meanwhile, Robinson's range of Cameo press-ons and looped towels is said to be holding up well. "We appear to be benefitting from some of our competitors' product development which has seen a move towards more advanced and more technical products. Inevitably, this has led to price increases and consumers are turning to Cameo as a true value for money alternative," says a company spokesman.

Winning wings

There's no excuse for a woman not finding exactly what she wants in sanpro now. Besides ultra-thins, what other features are available? Sancella, the first to introduce "wings" (self-adhesive side tabs) with Bodyform Plus, say they appeal to the security-conscious across all ages as they help prevent "bunching" of the pad. Yet senior brand manager Kate



Unichem's own brand range of sanpro - press-ons and pantliners - is said to have increased its market share by over 25 per cent last year following its relaunch

Continued on p648

A Pharmacy Assistant's Competition with a store of prizes.

Spend a little time to learn about Lanacane...

Embarrassing personal itching is a problem for women of all ages.

And as a Pharmacy Assistant you undoubtedly get many requests for information on the condition and possible treatments for its relief.

To understand the causes of feminine itching — and how LANACANE brings, fast effective relief — just read the following information carefully.

Although LANACANE is a P Category product — and therefore, every sale must be brought to the attention of your pharmacist — the knowledge contained in this advertisement can only help you provide a more informed and caring service to your customer.

What's more, answer the questions in the box below — AND YOU COULD WIN A MARKS & SPENCER VOUCHER WORTH £150 or one of two runner-up Marks & Spencer vouchers worth £75.

Personal Feminine Itching

There are many ordinary causes of vaginal itching. Normal hormonal changes, monthly cycles, chafing or damp clothing, diet, stress, minor infections. Even warm weather can affect this delicate area and the skin around it.

The symptoms can vary too — burning, itching, redness, inflammation, discharge — and women can suffer one, some or all of the symptoms together.

Much bothersome feminine itching is not a cause for alarm and can be treated quickly and effectively with LANACANE.

However, if the condition has continued to cause pain, discomfort or



Choose up to £150 of M&S lingerie...



...or M&S family fashion...



...or M&S home furnishings...



...in fact, anything up to £150 from M&S.

discharge, you should advise your customer to see a doctor.

How Lanacane Stops Feminine Itching Fast

LANACANE Medicated Creme — a remarkable medical formula available

without prescription — gives fast, long-lasting relief from sensitive, embarrassing vaginal itching.

LANACANE has a special anaesthetic action that rapidly soothes the irritation and cools the burning of

delicate tissue to give the prompt, effective relief your customer needs.

Furthermore, LANACANE also forms a germ-fighting layer over the skin to check bacteria growth and so promote natural healing.

Finally, LANACANE Medicated Creme is extremely pleasant to use. It does not sting, is non-greasy, and has an attractive fragrance.

Win a £150 trip around M&S

You now have the facts to give informed advice to your customers suffering from feminine itching — and to win yourself that £150 Marks & Spencer Voucher (even if you don't win first prize, remember there are two £75 vouchers for the runner-ups).

So answer the questions in the box below.

Good luck. And thank you for taking the interest to read about LANACANE — who knows, you could be getting a £150 M&S token of our appreciation.



LANACANE
REGISTERED TRADEMARK

...Spend up to £150 free in MARKS & SPENCER

Entry Form

Win a £150/£75 Voucher to spend at Marks & Spencer

PHARMACY ASSISTANT'S COMPETITION

Simply answer the following questions (refer to the ad above) and send your completed Entry Form to Chemist and Druggist, LANACANE Competition, Sovereign Way, Tonbridge, Kent, TN9 1RW by May 29th 1992. The first all correct entry picked from the postbag after the closing date will win a £150 M&S Voucher; the next two all correct answers will each receive a £75 M&S Voucher.

Question 1

Name 8 common causes of embarrassing feminine itching.

- a) _____ e) _____
b) _____ f) _____
c) _____ g) _____
d) _____ h) _____

Question 2

The symptoms of feminine itching can vary. Name 4.

- a) _____
b) _____
c) _____

d) _____

Question 3

LANACANE's medical formula contains a special anaesthetic. What does it do?

Answer _____

Question 4

How does LANACANE check bacteria growth?

Answer _____

Question 5

Name 3 ways in which LANACANE is pleasant to use.

- a) _____
b) _____
c) _____
Name _____
Shop Address _____

RULES

1. All entries must be made on a form cut out from Chemist & Druggist.
2. This competition is not open to employees of Combe International, their families or any agency of the Company.
3. The £150 voucher winner will be the first correct entry picked out at random from the postbag after the closing date. The next two all correct entries picked out will each receive a £75 M&S Voucher.
4. The judges decision is final and no correspondence will be entered into.
5. The winner's names will be available on request from Combe International Limited, 17 Lansdowne Road, Croydon, Surrey CR9 2AU after the closing date of the Competition.

Closing date: May 29th 1992.

Send to: Chemist and Druggist, Lanacane Competition, Sovereign Way, Tonbridge, Kent TN9 1RW.



Pennywise retails at below £1.00 for 20 towels

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Nicholson does not think winged towels will spread to the whole market as they are not so discreet. She predicts they will grow to around 60 per cent of the market; at the moment they make up about 25 per cent.

Vespré Silhouettes and Always have also gone down the winged route. But Kimberly-Clark say they may find themselves chasing a minority share of the market, since comfort is a key factor for UK consumers who worry that wings may chafe.

Covering up

Always patented "Dri-Weave" topsheet is a synthetic cover which draws moisture into the towel using funnel-shaped

pores. And Vespré Silhouettes also has a staydry cover. Other manufacturers admit synthetic covers have a loyal following, but are quick to point out their disadvantages.

Johnson & Johnson say that 70 per cent of women prefer soft fabric covers to synthetics. Kimberly-Clark admit staydry covers have been popular in research for perceived leakage reduction and dryness (even though they claim that towels with or without staydry leak to the same extent). But they say research has shown 70 per cent of women found them confusing or uncomfortable — and comfort is very important to the UK woman.

Wrap it up

Individually wrapped towels currently take 14 per cent of the market, though Sancellia estimate this will peak at around 25 per cent. Most of the newer slim or winged towels are individually packaged, and as the market moves towards these variants, so wrapped products will grow, say Sancellia. Wrapped towels do have a slight price premium.

Fragrant sector

Deodorised towels are not popular in the UK. Sancellia attribute this to fragrances being very personal; and the UK woman is more conservative than on the Continent.

Own label's hold

Own label take quite a chunk of the towel market, with around a third share of the towel/pantliner market. Own label looks to remain a steady sector until new technology hits it.

Pennyswise from Sancellia is described as the "chemist's own label," and has grown 5.6 per cent in the last six months. The brand was relaunched in January with a coverstock for improved dryness and comfort.

Selling tips

Unlike other health and beauty markets, women don't like to browse over sanitary products. But market activity has recently given the potential for customer confusion, so it is even more important to display sanpro clearly and logically.

Some customers may also seek advice and reassurance, particularly mothers who are unsure what advice to give and what products to recommend for their young daughters. The average age for experiencing the first period is 12, compared with age 17 in the 1850s!

- The sanpro market is likely to

be fuelled by even more variants in the future, so stock should be reviewed regularly.

- When deciding what to stock, target brands with advertising support and varying attributes.

- Innovative brands should be supported, and these do offer merchandising advantages: ultra-slims take up less space for example! But don't forget the tried and tested brands, too.

- Split up brands so that different absorbencies and product benefits are displayed separately. For example, display slim towels away from pantliners to avoid confusion.

Sanitary protection

SHARE OF TRADE

Total Sanpro	Value share (per cent)	
	1990	1991
Chemists	36.1	32.2
Drugstores	11.7	10.8
Grocers	50.0	54.9
Other Sources	2.3	2.0

Source: Nielsen consumer data

This tip contradicts advice given for other markets where brands are best kept together.

- Feminine hygiene products — Femfresh, Vagisil and Summer's Eve — and condoms are also recommended for siting in the sanpro area.

Planogram from Johnson & Johnson. Appreciating space limitations, the smaller segments have been restricted to brand leaders only. The blue space is for own label



Durex recommend that Assure, the condom aimed at women, is sited with sanpro — most of the women they questioned would expect to find it there. Currently 23 per cent of female condom users buy their own condoms, but many feel self-conscious when purchasing them from beside the till. Durex believe there is a potential for a brand targeted at women, giving them "permission" to purchase and carry condoms



Tampons — the other half

Tampons are worth around £85m and account for almost half of sanpro sales. For the past 30 years the market has been dominated by two brands — Tampax in the applicator sector and Lil-lets in the digital sector. Own brands remain unpopular. Applicator tampons account for two thirds of the market while digital brands take a third.

Tampax tampons from Tambrands dominate the sanpro market with a £58m value share — over a quarter of the total market. Lil-lets were relaunched last year with a more modern image and the addition of a pantliner.

According to Hygieia, tampons have increased their market share at the expense of towels. But recent scares in the press about Toxic Shock Syndrome have not really affected sales, and many exaggerated the issue, say manufacturers.

Ken Tweedie, managing director of Hygieia, saw an opportunity in the tampon market because there is so little competition. He also identified an opportunity for a tampon with more "contemporary" appeal.

Hygieia introduced Confident applicator tampons last June. Mr Tweedie says Confident represents the first innovation



Hygieia are currently running half page advertisements for Confident in the women's Press, to the tune of £1m; full page advertisements will also be featured later. The advertisements are described as eye catching, with "provocative headings".

in tampon technology for around 50 years. A Confident tampon is covered with a fine, non-woven polyester-rayon coverstock, which minimises internal fibre shedding during use. Although the concept is new in this country, the main digital brand in Europe has a coverstock; Hygieia bought the technology from Europe.

Anything ensuring that the tampon is removed with total integrity is to be desired, says Mr Tweedie. "Any lady given the choice between a tampon that sheds inside or doesn't will prefer one that doesn't." But he is quick to add that it is purely a consumer benefit rather than a health benefit; other tampons

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A silver lining?

Pantliners now account for around a quarter of external sanpro sales, and are the fastest growing sector. And as dual usage of towels and tampons looks set to continue — while manufacturers look set to target the product at everyday use too — the growth potential of this sector is enormous...

Smith & Nephew put pantliners as the second largest sector of the towel market, worth £23m at the end of last year. Lil-lets pantliners, introduced last year, achieved a 2.8 per cent value share (Nov-Dec 91). The company says their launch represented a logical move, as pre-launch research revealed that around 32 per cent of Lil-lets users were already using a pantliner as part of the wardrobe approach to sanpro.

The wardrobe approach — women choosing a range of different sanpro products and absencies to suit them — is a trend that looks set to continue.

Pantliner sales are being fuelled by dual usage with tampons. They are currently used either as a back-up to tampons for additional freshness, or at the end of a period when the flow is lighter.

However, J&J see the biggest opportunity for pantliners as

being for inter-menstrual usage with the potential to increase the market six times.

In the UK, only 35 per cent of women claim to have used a pantliner, compared to 90 per cent of women in Switzerland and 65 per cent in Germany. And while the UK average is eight pantliners a month, on the Continent it is one a day.

Kimberly-Clark agree that pantliners are the greatest area of volume growth, at around 4 per cent per annum. And they add that the UK market is only at about 18 per cent penetration, compared to 80 per cent on the Continent.

J&J say Carefree was the first pantliner launched in the UK, and it is now market leader with around 30 per cent share.

Carefree Longs were launched this February, at 20 per cent longer than the standard liner.

And this month will see the launch of another extra-long

pantliner — Simplicity's Brevia Longs, said to be 35 per cent longer than existing pantliners. Brevia Longs is targeted at the third of women who say existing pantliners are too short for their needs. Kimberly-Clark say they are aimed at the 38 per cent of women who experience light stress incontinence — some 10 per cent of sufferers currently use towels and pantliners for protection. Brevia Long are also aimed for lighter days of the cycle, for extra protection, and during the menopause.

Brevia pantliners are also being relaunched this month in a 24-pack rather than the current 30s, with a sharper price point of £0.99.

Sancella's senior brand manager Kate Nicholson says the pantliner market is very price sensitive. The product is not required to be high-performance, so there is not the same opportunity for technological innovation as with sanitary towels, except possibly in the packaging. Manufacturers have already seized this opportunity; many brands are now individually wrapped for convenience and discretion.

Always pantliners, priced at around £1.79, are around double the price of other brands; it will be interesting to see how they perform.



Tambrands direct much of their marketing activity for Tampax at young girls, including involvement with schools. This year's Press advertisements will continue to have a strong educational appeal.

With 45% of the
hair removal market...

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are perfectly safe.

After the initial selling-in period, Hygieia are "cautiously optimistic" that over the next few months they will develop a worthwhile market share.

Confident is marketed in a more feminine way than conventional tampons — with pastel packaging and an appropriate brand name, says the company. Packs of eight or 30 offer a different price point for the consumer, too.

But how will women react to a new brand, as surely trust is important with such a product?

Mr Tweedie says Confident's name offers reassurance, and retailers also help create trust in the brand. And the Confident user is likely to be in her late teens or early twenties, and more confident than the schoolgirl.

Meanwhile Simplicity's Freedom digital tampons now have a silky coverstock for ease of insertion and withdrawal; the cover also gives the product a "high-quality" look.

This fine woven coverstock also reduces fibre shedding. But, unlike Hygieia, Kimberly-Clark are not using this as a selling point. Fibre shedding is not a problem in the minds of consumers, say the company. "We are not making a problem out of something that isn't there."

Simplicity tampons were launched around two years ago and now claim a 2 per cent share of the tampon market. This year, the Freedom name was dropped as women did not understand the Freedom concept, says the company.



New advertisements for the Lil-Lets range are running in the women's Press



The fine coverstock around Confident tampons (left) is said to minimise fibre shedding

Television advertising breaks new ground

Even in this day and age, the public remain squeamish about sanpro advertising.

The Independent Television Commission, who licence and regulate independent advertising, have received over 300 complaints about the recent advertisement for Vespri Silhouettes.

While previous sanpro advertisements have been muted, working by suggestion rather than emphasising product merits, the Silhouettes ad was different — it broke new ground by showing an absorbency test with ink.

The complaints have fallen into one of two related categories. Many viewers rated the Vespri ad to be "over-explicit". Others found the viewing time to be "indiscreet", which arose because Channel 4 is not bound by the usual time restrictions for advertisements.

A spokesperson for J&J told C&D that the company wanted to make a factual advertisement and had been surprised by the reaction, particularly as most of the complaints had been from women. However, many women had approved of the advertisement and had requested samples. The latest advertisement for Vespri Ultra uses animated diagrams to illustrate product benefits rather than "real life" shots.

The ITC did not uphold the complaints about the Silhouettes advertisement, but a spokesman told C&D they are now looking closely at guidelines for the content and timing of sanpro advertising.

It will also be reviewing the reaction to more sanpro advertisements, to try and define precisely what is upsetting viewers. They are aware that the increased number of complaints is probably tied in with the increased amount of sanpro advertising that has occurred this year. Since the beginning of the year there have also been around 100 "generic" complaints about sanpro

advertising.

Television advertising of sanpro has been allowed since 1988, with restrictions.

Guidance is based on avoiding "potentially offensive" words such as "odour". And although timing and guidelines have not changed much, eighteen months ago the product could be shown outside the pack for the first time.

However, Sancell and Kimberly-Clark's approach to television advertising has been to adopt more of a lifestyle approach, getting away from the idea of "periods as a problem." This does not seem

to have upset viewers; less than ten complaints have been received for Bodyform and Simplicity.

Creation of an image is seen as desirable by many sanpro manufacturers, particularly since women don't browse over the brands. Television is viewed as a good medium for sanpro advertising because while it is easy to dismiss a Press advertisement, television is more intrusive.

But whether the public will continue to find such advertising an unwelcome intrusion remains to be seen.

Hygiene freshens up

After years of static volume, the intimate hygiene market is now seeing growth, supported by the introduction of new products which have added interest, says Femfresh brand manager Sarah Miles. She says trial and usage suggestions are an important marketing strategy to enable women to discover the benefits of feminine freshness products.

Crookes say the feminine hygiene market is worth £2 million, with volume up 24 per cent in the past year as British women follow the trends set in the USA and the rest of Europe.

And E.C. de Witt believe their new Summers Eve range will create a new market in the UK as it has done in the US, where it is market leader. The company says that although only 3 per cent of women currently use feminine hygiene products, the market in bodycare and personal hygiene has increased in value rapidly over the last five years. Innovations such as pantliners and non-soap facial cleansers are growing, they add.

Combe say recent research has highlighted that 5 million women in the UK do not use soap when washing the vaginal area, mainly to avoid irritation.



Vagisil Feminine Powder and Feminine Wash are being advertised in the women's Press.

But are intimate hygiene products really the answer? The Family Planning Association thinks not. Its view is that manufacturers are creating a need that isn't there; unperfumed soap is perfectly suitable if a non-irritant cleanser is required. "By introducing specific cleansing products it is insinuated very strongly that these areas of the body are dirty in the first place and of course they aren't," says the FPA's Press officer Ruth Griggs.

Women should seek advice for specific problems. "Itching and discharge are a matter for the customer and the doctor, not the customer and the chemist's shelves."



New merchandising outlets have recently been introduced for Femfresh dispensers and tissues, to achieve greater impact on-shelf. Activity for the brand includes a year-round heavy sampling campaign and offers in the women's Press



Summers Eve, launched here last month, is a hypo-allergenic intimate bodycare range comprising Feminine Wash, Intimate Cleansing Cloths and Feminine Powder. It will be supported by a £1m promotional campaign starting in May.

The College of Pharmacy Practice's study day on the Working Party report into community pharmacy, held on April 13, brought together three members of that Working Party and many pharmacists with experience in the areas addressed by the recommendations

'Preparing for the future'

The Working Party report is a necklace of opportunity but, many a necklace becomes a noose, warned Professor Bryan Veitch, chief pharmaceutical adviser to the Welsh Office and Working Party member.

"I implore you not to let this report pass the profession by. We've had other reports in the past, we've talked about them but what we haven't done is produce a real, structured way forward."

In contrast with pharmacists more concerned with remuneration he urged community pharmacists to get on with things now. "I don't think you have to wait for regulatory or resources mechanisms for some of these recommendations," he said. "You can move yourselves locally."

Professor Veitch suggested that community pharmacists enter into a debate with their local pharmaceutical committees and target appropriate issues to the locality. LPCs should be talking to family health services authorities, he said, adding that some FHSAs had already approached the Government asking what they should be doing about the report's recommendations.

Pharmacists should establish a rapport with local doctors and nurses, getting them to talk about the report and any issues they feel might be treading on their toes, he said. Involvement with pilot research programmes was also important.

Professor Veitch also advised pharmacists to take advantage of education and training for the new roles and if courses appropriate for local needs were not available, "they should agitate to get them".

Detailing the terms of reference of the Working Party and the report's recommendations, Professor Veitch said that there

were some incompatibilities particularly in the area of generic substitution. He was disappointed that the report had failed to make a recommendation on this issue.

He also recognised that there had been adverse comments on the membership of the Working Party. "Whatever the feelings, its a *fait accompli*" he said.

"It's over, it's been selected, and the report is out. The recommendations are what need to be concentrated on now."

Professor Veitch accepted that many people wished to see a more radical document but they had to consider that the recommendations had to be passed by the Department of Health before it could be published. Indeed there was no certainty that the report was to be published, he said. The recommendations had to be a balance of what was achievable with what was more radical.

The CPP's attention was drawn to one particular model, in Chapter 2 of the report, dealing with the population likely to be served by the "average" pharmacy. "That model, however accurate it is, could be taken by everybody into their own little community area and they could begin, with their GPs, to work out the balance of patients and to begin to develop services for them," he said.

There was a need for pilot research projects connected with a number of the report's recommendations, said Professor Veitch, particularly in the areas of referral forms, pharmaceutical consultations, domiciliary pharmacy visits, aseptic dispensing, and the extension of clinical audit.

Professor Veitch said it was his personal view that the profession needed to get pharmaceutical audit right first before the goal of clinical audit could be realised.



Professor Bryan Veitch, chief pharmaceutical advisor to the Welsh Office

A unique, in-depth knowledge of medication

"What has a graduate scientist costing £25,000 to train, a specialist in medication working in a commercial environment within the community, got to offer the provision of healthcare in this country," RPSGB Council and Working Party member Marion Rawlings asked the meeting.

This was the question that the Working Party had tried to answer by considering it in two parts — what the pharmacist had to offer because of his position in the community and because of his unique knowledge of medicines.

It was possible to see a gradual movement in the report's recommendations from those requiring no pharmaceutical knowledge, such as the sale of prepayment certificates, through to what Mrs Rawlings said was her choice for "star billing" — the involvement of pharmacists in selecting medicines and doses within agreed protocols.

Recommendations concerned

with the standard of premises were also welcome. "We can not present an acceptable face of the profession from unacceptable pharmacies run by unacceptable pharmacists," she said. "If recommendations for minimum standards strike terror into the hearts of those who will not conform, so be it. As for those who can not conform, there is no room in our profession for them."

The Working Party considered clinical audit to be essential for the provision of good services and the development of high standards of pharmaceutical care, she said.

Emergency supply within the NHS should also be welcomed by the profession. Although it is an apparently simple move it has considerable implications and may expand into a more comprehensive service in the future.

Mrs Rawlings urged pharmacists to read, "and inwardly digest", Chapter 10 of the report, which was the way forward for pharmacy.

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...Immac will generate...

Axon urges caution over local initiatives

"If the extended roles are to come to fruition there's no doubt that it is right and proper that appropriate payment is made," Stephen Axon, secretary of the Pharmaceutical Services Negotiating Committee, told the CPP.

"This is quite consistent with the Government's aims of recruitment, retention and, most of all in this particular case, motivation," he continued. "And if payment is to be made it should be made not only for the services to be provided but also for the environment."

In contrast to Professor Veitch who urged pharmacists to "get on with it", Mr Axon advocated caution.

"Currently pharmacists provide a lot of services which the Department of Health itself accepts are not specifically remunerated," explained Mr Axon who then asked: "While pharmacists may be motivated to provide the service, what motivation is there for the Government to pay them if they are already providing the service free of charge?"

Mr Axon classified the recommendations according to implications for remuneration. There was only one which did not affect this — that every FHSAs

should have a pharmacy adviser.

He highlighted recommendations which, although they did not directly impinge upon NHS remuneration, might be regarded as contributing to the cost effective provision of healthcare. These included calls for an increase in the range of pharmacy medicines, health promotion activities and clinical audit.

Other recommendations would lead to an increase in the cost of providing services and this must be recognised by an injection of capital, Mr Axon continued. He specifically mentioned minimum standards of premises, the provision of counselling areas and additional training requirements.

Some roles, if implemented, would mean new services being provided by all pharmacies while others would only be offered by a few, he said. The former could be covered by a core payment or practice allowance taking into account services such as repeat prescriptions, referral forms, emergency supply, ADR reporting, DUMP services and prepayment certificates.

Services such as domiciliary visits, diagnostic screening, aseptic dispensing and aids for the disabled

would only apply to certain pharmacies. Some were likely to be opportunistic while others would be targeted, for example, by FHSAs or fundholding GPs, he said.

Speaking as a member of the Working Party, Mr Axon detailed how he'd like to see PSNC proceed with remuneration in the long term. The way forward began with pilot trials and practice research he said.

"After that we need remuneration talks to discuss how its going to be paid, and whether the remuneration system needs to be

changed to cope with it. Then we'll have to look at the supply and remuneration protocols, in other words the administrative details, and finally co-ordinate local negotiations."

Mr Axon ended with that popular conundrum: "How many pharmacists does it take to change a light bulb?" The answer, he said, was none. "They would get together with the DoH and form a working party and produce a report called 'Coping with darkness'."

"I hope this report has a great deal of light in it," he said. "What is important now is for the profession to go forward in order to make sure, not only that we have the right services, but that pharmacists are happy with the service and how they will be paid for it."

Group discussion sessions

The afternoon took the form of discussion sessions dealing with specific Working Party recommendations. Each group was led by a pharmacist with experience or interest in that area.

CPP chairman Alan Crabbe said one of the primary objectives was to set out how the profession should proceed and identify which areas the College should pay particular attention to.

"At the end of this meeting, the aim is that we shall go away with some firm indication of the areas demanding high priority rating."

• Domiciliary visits

Mirfield pharmacist Gill Hawksworth told how her own particular scheme had developed from delivering prescriptions. The visits were instigated by the GP, district nurse, carer or the patient and included advice on use of inhalers, storage of medicines and general lifestyle.

The group felt that necessary new skills included communication skills, clinical pharmacy, documentation and good inter-professional relationships.

Possible threats included "turf protection" by other professionals, the attitude of some pharmacists and their employers, funding, and the need for additional staff.

• Health promotion and screening

Terry Maguire's group discussed therapeutic drug monitoring, counselling areas in pharmacies, the role of the FHSAs in health promotion and diagnostic testing and screening services.

It was recognised that not all pharmacists would have the space, facilities, time, money, motivation or training to set up such services.

Negotiations could be carried out with fund holding GPs at a local level, with the FHSAs co-ordinating on a regional basis, PSNC and DoH would have a national role while the CPP could be involved with accreditation.

• Clinical audit

Sheila Phillip's group concluded that clinical audit was a logical



Community pharmacist Gill Hawksworth

process and urged all pharmacists to "think quality". It had to start with professional pharmaceutical audit taking a critical look at what was being done, how it was being done and how it could be improved.

All pharmacists should be aware of the importance of audit which was not a judgemental, unkind process but one of growth.

• Liaison with GPs

Gary Choo's group felt that liaison with GPs underpinned several of the Working Party's recommendations. For pharmacists to liaise in a positive manner, clinical training and knowledge of the needs of the practice were important. It was also necessary for pharmacists to start approaching GPs themselves.

• Training implications

David Mottram's group decided that training implications were both general for all pharmacists and specialised for some individuals.

Training should be participative, skill based, and provide a knowledge base with supportive distance learning. Incentives included remuneration and more recognition of the pharmacist's skills.

• Research Opportunities

The current strengths of the CPP are its network of members and their geographical spread, said Dr Angela Alexander's group.

The group recommended that the CPP should identify a research base of members and develop an ethics committee to approve practice research projects.

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Businessnews

NCC expands pharmacy operation in North East

National Co-operative Chemists have acquired the nine branches of the North Eastern Co-operative pharmacy chain for an undisclosed sum.

The outlets in Amble, Hartlepool, Langley Park Morpeth, Newbiggin, Sunderland, Cramlington, Seaham and Benton have a turnover of £4.5m.

The superintendent pharmacist, Jim Smith, takes up the position as area manager within the NCC management structure. The 65 staff are unaffected by the acquisition.

NCC now operates 194 branches throughout the UK.

Drugs industry eases the British headache

The British pharmaceutical industry is on a high following news that its export trade surplus increased by 66 per cent in January, compared to the same time last year. It rose from £70.2 million to £116.6m.

"It is the biggest month on month increase we have seen in recent times", said Dr John Griffin, director of the Association of the British Pharmaceutical Industry.

However, the reason for the sharp increase in January's trade surplus is partly due to the slower growth of imports instead of

increased exports.

Imports grew by 10 per cent to £114.8m and exports grew by 33 per cent to £231.4m.

Exports to the United States in January were up 100 per cent at £34.2m. In Europe, sales to Germany increased by 51 per cent and to Italy by 60 per cent. Exports to Japan were up 16 per cent.

Last year the pharmaceutical industry produced a trade surplus for the UK economy of £1.18bn, second only to power generating machinery.

Unichem buy eight more pharmacies

Unichem plc have acquired a further eight pharmacies for a cash consideration of £3.4m, plus stock at valuation.

Three stores are in Cornwall, one in Devon, one in Newcastle, two in Hampshire and one in London. They have a combined turnover of £5.5 million.

Following this acquisition Unichem own a total 152 pharmacies throughout the country, 22 of which have been acquired since it bought the Moss chain of retail pharmacies in December 1991.

Hanson sells off battery business

Hanson have sold Ever Ready, the UK manufacturer of dry cell batteries, to the US Ralston Purina Corporation for £132m.

Ralston's acquisition makes it the world's largest manufacturer in the field.

The sale is described by a Hanson advisor as a tidying up exercise prior to a larger acquisition, and leads to speculation that Hanson might be gearing up to sell its 2.8 per cent shareholding in ICI.

There has been speculation that Hanson would sell their stake in ICI since Lord Hanson informed shareholders that the group had no intention of bidding for the chemicals group.

In their ten years of ownership Hanson turned Ever Ready around through strategic investment in research, production and marketing support.

Ever Ready Gold Seal is now the number two brand in the alkaline sector, while its zinc carbon batteries Silver Seal and Blue hold 50 per cent share of their market.

Ralston, the diversifying food group, already own the Ever Ready brand in a number of countries outside the UK via their Eveready Battery Company subsidiary which they purchased from Union Carbide in 1986.

In the UK Ralston have marketed its batteries in under the U'CAR brand name.

MCA suspends licences

The Medicines Control Agency has announced that licences held by the organisations listed below have been suspended as the periodic fees for 1991-92 remain unpaid.

The Agency says the companies involved are:

- Halas Pharmaceuticals Ltd, Hull
- Piropharm Ltd, Liverpool
- Unimed Pharmaceuticals Ltd, Chislehurst, Kent
- Distillers Co (Malt Prod) Ltd, West Lothian
- Transpharm Int (UK) Ltd, Northampton
- Pegasus Pharmaceuticals Ltd, Sparbrook, Birmingham.

During the suspension of a licence the activities covered by the licence (sale, supply, wholesaling or manufacture as appropriate) are prohibited.

Intercare offer closes

Over 86 per cent of 4,296,875 ordinary shares on offer to Intercare Group shareholders during the acquisition of the Birmingham Optical Group have been bought.

Over 3 million of the shares went to shareholders; the remainder of the shares sold went to directors.

The unplaced shares were placed with institutional clients by Zoete & Bevan and Wise Speke.

A glassy act

Johnson & Jorgensen's new medical division plans to supply glass and plastic products for hospital, laboratory, scientific and diagnostic applications.

The first agency under this umbrella is with Epsom Glass Industries whose products are exclusively available through Johnson & Jorgensen.

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Who would credit it?

Major high street retailers are holding the consumer to ransom, say Barclays, Britain's largest acquirer and processor of credit cards.

Barclays' chief executive of its central retail services division, Richard Reay-Smith, warned, High Street shoppers will take a dim view of blackmail by some retailers which could prevent them buying goods with credit and debit cards or force them to pay more through surcharges.

These retailers get extra benefits from accepting payments by cards compared with cash or cheques, pointed out Mr Reay-Smith. And, accepting cards usually gives retailers quicker guaranteed payments and substantially reduces their processing and security costs, he adds. In addition Mr Reay-Smith feels that many customers prefer paying by card.

Over the last three years Barclays claim the average charge paid by retailers on a credit transaction of £40 has fallen by 34 per cent, from 22p, to 64p. The bank's charges for 1992 recoup five to six pence of that fall, an increase of around nine per cent.

The NPA has negotiated an increase in credit card duality rates for members operating within the NPA's Midland Bank scheme from June 1 of just 0.1 per cent (C&D, April 4, p496). This scheme allows pharmacists to take cards from all the major banks.

The percentage that each pharmacy pays on credit card transactions is decided by the bank which assesses the volume of credit card business before agreeing a rate. Obviously larger companies pay a preferential rate.

Marketing achievement

Helene Curtis and Food Brokers have signed a long term agreement that furthers the association established between the companies when Food Brokers launched the Finesse brand to the trade in 1988.

Finesse and Salon Selectives turnover £30m RSP.

Helene Curtis brand development continues with advertising for Finesse and Salon Selectives exceeding £5m in 1992.

Mediphase and Basely part

Following the launch of its new dispensary range Mediphase have parted company with marketing director John Basely, the ex-Medicopharma chief executive.

Maurice Leaman, managing director of Mediphase says: "It was invaluable for us to have had a man of John's experience with us during our launch period, and it is largely due to him that Mediphase has been so widely accepted."

Manufacturer moves

Abbott Products, shop fittings manufacturer have moved into 35,000sq ft. purpose-built premises on the Burnham Business Park, Burnham-on-Crouch, Essex. Tel: 0621 783000.

BHR relocate

BHR Pharmaceuticals are moving from Camberley to new premises at 41 Centenary Business Park, Hammond Close, Nuneaton, CV11 9Y. 0203 353742.

Xenova deal

Xenova, Slough, have signed a transatlantic agreement with the Massachusetts based Genzyme Corporation to develop pharmaceutical agents for treating several inflammatory diseases, focusing on respiratory diseases. Under the terms of the agreement Xenova has exclusive rights for compounds in Europe while Genzyme retains the exclusive rights for the rest of the world.

EC protects mail order consumers

The European Commission has adopted an agreement which gives better protection to mail-order consumers. The proposal gives more power to consumers faced with inadequate services or goods and encourages a code of conduct among vendors aimed at good practice in sales promotion and financial safeguards.

IN THE CITY

The stockmarket has been in party mood ever since the Tories won a fourth term in office. Well over £20bn has been added to share values since the election result took both City investors and pollsters by surprise. At one stage the market was gripped by panic buying, but no immediate prospect of an interest rate cut and a continued slide in Tokyo have sobered up sentiment in the last few days.

The pharmaceutical sector was left behind in the stampede for shares. Although the sector is still outperforming the market by 2 per cent since the beginning of 1992, last week's spree was concentrated on utilities and recovery stocks. Moreover, a stronger pound has acted as a negative factor on health and household shares because a large proportion of their profits emanate from the US.

That said, a number of companies in the sector have been active. Following recent management changes, Fisons have been showing City analysts their research laboratories in England. There is also talk that the company has been meeting at brokers Hoare Govett and James Capel. Later this month, Wellcome are also planning to brief analysts with an important trip to their research facilities at Beckenham. The trip comes as the company is gearing up for a £3bn share offer.

Meanwhile Lehman Brothers, the securities firm, have been revising their views on several companies. The firm has upgraded its profits forecasts for Reckitt & Colman by £5m to £310m for next year. Smith & Nephew have also been upgraded, by £3m to £156m before tax for the current year. The broker is also recommending AAH Holdings, whose shares have surged ahead by more than 10 per cent in the last two weeks. Lehman believe the company is likely to benefit from an economic recovery and the impact of acquisitions. As a result, their profits estimate has been improved by £3m to £41m for 1993.

However, Lehman have downgraded forecasts for LIG and the taxable estimate for the year ended March 31 has been trimmed by £4m to £42m. The 1993 forecast is down from £53m to £46m.

Meanwhile, shares in Medeva have come off their best levels due to profit-taking. This is because American investors have been reducing their exposure to biotechnology and high growth situations like Medeva recently.

Safety at the sharp end

DRG Hospital Supplies have been accredited a BS7320 kitemark for its sharps containers. It is the first UK company to receive a kitemark for this type of product.

BS 7320 was introduced in June 1990 in collaboration with the Department of Health to enhance the safety of sharps handling.

The BS Plus Sharpak containers feature a safety closure

system that allows easy access to the opening and seals it after use. When full, the Sharpak can be locked for total security. An adjustable aperture restricts access when required and is flexible enough to accept larger items when needed. Two needle removing devices are also incorporated.

The containers are manufactured from shatterproof

polypropylene to prevent penetration from used sharps. The containers are also leakproof in normal use and can be incinerated without releasing any harmful by-products.

DRG have produced an educational video, called "Think About It" to educate staff on safe sharps disposal practices. It is available by phoning 0272 716111.

Coming Events

Wednesday, April 22

Scottish Borders Branch, at the Education Centre, Borders General Hospital, 7.30 for 8pm. Annual meeting.

Thursday, April 23

Bedfordshire Branch, RPSGB, at the Coach & Horses, Barton le Clay, 8pm. Annual meeting.

Edinburgh & Lothians Branch, RPSGB, at Ethicon Ltd, Sighthill Industrial Estate, 7.45pm. Annual meeting followed by tour of the premises.

Northern Scottish Branch, RPSGB, at the Postgraduate Medical Centre, Raigmore Hospital, 8pm. Annual meeting.

Stirling Branch, RPSGB, at the Highland Hotel, Spittal Street, Stirling, 8pm. Annual meeting followed by quiz and light refreshments.

Weald of Kent Branch, RPSGB, at the Postgraduate Centre, Kent & Sussex Hospital, 7.45 for 8pm. "Genetic abnormalities in childhood" by Dr J.E. Meyer, consultant paediatrician.

Advance Information

Cosmetics Toiletry & Perfumery Association. Annual dinner at the London Hilton, Park Lane on May 21. Cost £65.80 per head. Applications by May 8. Bookings by fax to Wendy Alders, Hilton Hotel on 071-495 0716. Details from CTPA (tel: 071-493 8061). **Society of Cosmetic Scientists**. Workshop on "Concept to consumer —

the total quality way" on **June 8** at the Oatlands Park Hotel, Weybridge, Surrey. Registration forms from SCS, Delaport House, 57 Guildford Street, Luton, Beds LU1 2NL (tel: 0582 405217).

Royal Pharmaceutical Society. Two day residential course on "Pharmaceutical formulation" at the Holiday Inn, York on **June 2-3**. Cost £740 (non-members £770), closing date May 22. Two and a half day residential course on "Validation of solid dose pharmaceutical products" at the Forte Crest Hotel, Guildford on **July 7-9**. Cost £790 (non-members £820), closing date June 19. Details from Dr J. Clements, RPSGB, 1 Lambeth High Street, London SE1 7JN (tel: 071-735 9141 ext 289).

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SUDAFED LINCTUS 100ml, twenty dozen, ten pounds per dozen. Tel: 0443 431413.

FOR SALE

RENAULT 5 automatic, C-reg, hatchback, 5 door, electric windows, central locking. Good condition. £1,500. Tel: 0673 60356.

A RANGE OF quality fax machines, fax ansaphones and photocopiers available (personal and large business machines) available at low cost. New and used models available. Tel: (0203) 416 970.

EPOS CHANNEL BUSINESS SYSTEMS - Purchased 1989 £10,000. All hardware including two Gold G.370 multi T111S, computer printer, screen and

software disks. Full working order £1,500. Tel: 0737 354714.

MEDICAL CASE (Custom Practical). 11 drawers, 41cm x 30cm x 18cm. £50 + p&p (present cost £91). Tel: 0865 890587.

OLIVETTI LINEAR 98 typewriter. Good working order £50. Tel: 0296 23818.

MINOLTA EP310 A4 PHOTOCOPIER Working condition, needs a service £250. Buyer to collect from Footing. Tel: 081-672 7461.

UNICHEM MICROFICHE READER - Dusty but in good condition. £60 + VAT + carriage. Tel: 0383 830212 (not Weds).

PEUGEOT 205GL - Good condition, reliable, regular services. £1,095 ono. Telephone office hours 081-451 6065.

SHOP FITTINGS - Shelves, gondolas and counters. Tel: 0803 327492.

UNWANTED GIFT - Royal Dalton crystal glasses, 1/2 price, 6 each sherry, champagne, tumbler, wine. Ring 071-284 0010.

1988 SAAB 9000i - Malachite metallic, 34,800 miles. Immaculate, full service history, top range Blaupunkt stereo, sunroof, 12 months MoT. £7250 o.n.o. Tel: 0279 654172.

CHOLESTEROL TESTING equipment. Last price less 50%. Full tuition for staff. Tel: 021 743 3364.

WANTED

NOMAD CASSETTES - About 60 and grey inserts about 240 required. Tel: 081-574 1352.

WANTED - Class B balance and weights in good working order

Tel: 0423 862117

TABLET COUNTER in good working order. Tel: 0793 750 226.

SUPREFACT SPRAY, Methodin and Pergonal ampoules wanted. Immediate payment. Telephone or fax 071-381 5635.

EXCESS STOCK, clearance lines (pharmaceuticals, toiletries and pretumes). Fax details to: 0527 575668.

SUPRAX TABLETS - Any unwanted stock I will take for trade less 30% + VAT + post. Tel: 071-724 8698.

PHARMACIST REQUIRES any quantity of Recormon 2000 injections and Eldepryl tablets. Kindly phone 081-882 1646.

BADMINTON PLAYERS required in Salford Bolton area, interested in joining Swinton Badminton Club. Please contact Tony Hall on 0942 875989 daytime or 061-799 7316 evenings.

HOLIDAY ACCOMMODATION

FRENCH MEDITERRANEAN - Pharmacist offers own modern apartment overlooking Med. Sete. Lively all-year-round town. For local information and details of apartment, telephone (064 44) 605.

HOLME NEXT TO THE SEA, NORFOLK - Swift Cottage to let. Three bedrooms, sleeps 5 + cot. Available July or September. Tel: 0832 273531.

TORQUAY, DEVON - Holiday apartments 400 yards to the beach. Near to harbour and town centre. Telephone Delamere Court for a brochure. Tel: 0803 293428.

Free entries in "Business Link" (maximum 30 words) are accepted at the discretion of the publishers and depend upon space being available. Send proposed wording to "Business Link", Chemist & Druggist, Benn House, Sovereign Way, Tonbridge, Kent TN9 1RW. Include your name, the full name and address of your pharmacy, or your personal registration number, and a day-time telephone number. Alternatively, leave the details on our answering service.

PHONE 24 HOURS ON 0732 359725

To: Business Link, Chemist & Druggist, Benn House, Sovereign Way, Tonbridge, Kent TN9 1RW.

PLEASE COMPLETE IN BLOCK CAPITALS

Surname

First name

Personal RPSGB Registration Number

Telephone number

Proposed advertisement copy (maximum 30 words)

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To be included under section heading

Signed Date

About people

Personal bests in marathon

Several pharmacists completed the London Marathon wearing the National Pharmaceutical Association's "Ask your pharmacist" T-shirt.

Cheshire pharmacist Clive Goalen, who completed the race in just over 4 hours 30 minutes, had to stand by his offer when another runner asked him what to do about a torn ligament. "Stop running" seemed to be the most sensible reply, said Mr Goalen, who has a personal best marathon time of 3 hours 48 minutes. He was collecting for Birdsgrove House.

Mr Goalen was overtaken during an attack of cramp by Jean Hughes of Precinct Pharmacy, Mold, who collected over £500 for Hope House hospice for children. Her time was 4 hours 15 minutes. "It was a fantastic experience" she told *C&D*.

Barry Clarke, the NPA's Doncaster Branch secretary, completed his first marathon in about 5 hours and collected over £400 for Arthritis Care. He usually runs half marathons.

David Dabbs of Vantage Chemist, Bilston, had a personal best of 3 hours 41 minutes, a healthy improvement on his last London marathon when he took 5



Mycil product manager Heather Mountney (centre left) presents £6,500 to St John's marketing and appeals manager Fiona Rankin. Also pictured are Nottingham brigade members Bill Spires and Claire Skinner and runners, from left, Danny Russell, Tony Young and Keith Cooke

hours. "If I improve by the same again next year I should win!" he joked. He was collecting for MIND.

John Weekes from Bristol was another pharmacist clocking up a personal best — 3 hours 31 minutes — and described the experience as "absolutely superb". He collected over £600 for Chescombe Trust, a local charity.

The NPA gave the above runners £50 towards a health-related charity.

The fastest pharmacist notified to *C&D* was Tony Merrit, a proprietor from Vantage, whose time was 3 hours 28 minutes. It was

his ninth London marathon and he has run 28 in all, having only taken up running 10 years ago at the age of 41. His best time is 2 hours 59 minutes.

Alicia Watson, an assistant at Vantage Pharmacy, Frenchville, Sheffield, finished in 4 hours 34 minutes.

Crookes Healthcare sponsored three employees — Keith Cooke, a regional sales manager (who took 3 hours 54 minutes), Danny Russell, and Tony Young.

APPOINTMENTS

New sec for Essex LPC

John Stanley has taken over as secretary of Essex Local Pharmaceutical Committee from Beryl Snashall.

Although Mr Stanley took up the post on April 1 he is working alongside Miss Snashall for the first month.

Mr Stanley worked for Cross & Herbert Chemists for 15 years, progressing to the position of area manager.

In addition to his LPC role he also works with the national Kidney Centre Charity.

Brighton winner for BPSA/Janssen

The £200 first prize for the 1992 BPSA/Janssen patient counselling competition has been won by Ann Page of Brighton Polytechnic.

To reach the final at the BPSA conference in York, Ann had to win the competition at Brighton, and then a regional heat.

Hidden treasure

Never judge a book by its cover, or a pharmacy by its facade as Naveed Choudry discovered when he bought the run down Simpson and Webb's pharmacy in Barton-on-Humber.

Mr Choudry decided to renovate the frontage to its former glory of 120 years ago after finding the original shop still intact underneath the existing exterior.

The new owners' initial plan was to double the size of the shop within a restricted budget, replacing the existing cladding. But as Mr Choudry got talking to old locals he

discovered that the original facade might remain hidden from view.

The renovated racing green and gold shop front, and its mauve and mahogany interior has helped business increase by 15 to 20 per cent.

The painstaking renovation would not have been possible without the co-operation of the builders who performed a lot of the structural work at night.

The tiles on the shop front are custom copies of the originals and the scrolls were hand carved. The shopfitters for the project were Zaf.

CPP seeks award entries

The College of Pharmacy Practice is seeking applications for the John M. Harris award for 1992.

The award is made in two areas — research and travel. The research award is worth up to £1,500 and preference is given to applications for practice research or academic

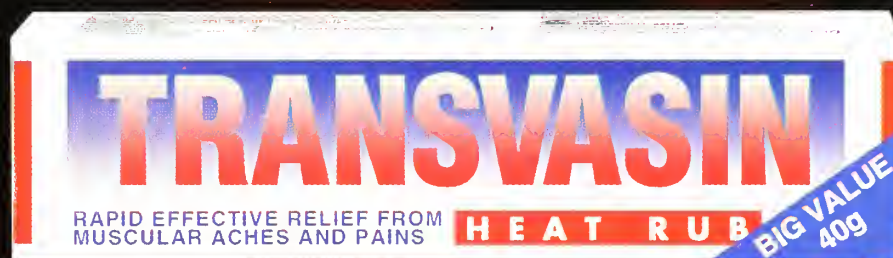
work in clinical pharmacy.

The travel award is intended to allow a pharmacist to make a presentation at a conference and is worth up to £500.

The closing date for entries is June 30. Further details from Jill Ross tel: 0203 692400.



Sue Wirby, manager (left) and Julie Sutton, compare the old and the new



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